# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MAY 12, 1985

## NIELSEN AVERAGE AUDIENCE

### HOUSEHOLDS

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | BILL COSBY SHOW | 24.8 | 21,060 |
| 2 | DALLAS | 22.2 | 18,850 |
| 3 | DYNASTY# | 21.9 | 18,590 |
| 4 | FAMILY TIES | 21.4 | 18,170 |
| 5 | CHEERS | 18.8 | 15,960 |
| 5 | NBC SUNDAY NIGHT MOVIE | 18.8 | 15,960 |
| 7 | FALCON CREST | 18.7 | 15,880 |
| 8 | HOTEL# | 18.5 | 15,710 |
| 8 | KNOTS LANDING | 18.5 | 15,710 |
| 10 | CBS SPECIAL MOVIE PRSNT.(S) | 18.3 | 15,540 |
| 10 | NEWHART | 18.3 | 15,540 |
| 12 | A TEAM | 17.5 | 14,860 |
| 13 | COUNTRY MUSIC AWARDS(S) | 17.2 | 14,600 |
| 13 | HIGHWAY TO HEAVEN | 17.2 | 14,600 |
| 15 | NIGHT COURT | 16.8 | 14,260 |
| 15 | 60 MINUTES | 16.8 | 14,260 |
| 17 | MURDER, SHE WROTE | 16.7 | 14,180 |
| 17 | SIMON & SIMON | 16.7 | 14,180 |

### TOTAL PERSONS (2+)

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | BILL COSBY SHOW | 18.8 | 41,870 |
| 2 | FAMILY TIES | 16.0 | 35,550 |
| 3 | NBC SUNDAY NIGHT MOVIE | 14.3 | 31,690 |
| 4 | CHEERS | 13.5 | 30,040 |
| 5 | DALLAS | 13.2 | 29,450 |
| 6 | DYNASTY# | 13.0 | 29,000 |
| 7 | A TEAM | 13.0 | 28,820 |
| 8 | HIGHWAY TO HEAVEN | 12.2 | 27,170 |
| 9 | COUNTRY MUSIC AWARDS(S) | 12.1 | 26,820 |
| 10 | NIGHT COURT | 11.5 | 25,660 |
| 11 | WRLD FUNNIEST COM'L GOOFS(S) | 11.5 | 25,610 |
| 12 | TV BLOOPERS & PRAC. JOKES# | 11.5 | 25,590 |
| 13 | FACTS OF LIFE | 11.3 | 25,200 |
| 14 | RIPTIDE | 11.0 | 24,400 |
| 15 | MIAMI VICE | 10.8 | 23,940 |
| 16 | NEWHART | 10.7 | 23,890 |
| 17 | FALCON CREST | 10.6 | 23,520 |

### WOMEN (18+)

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | BILL COSBY SHOW | 21.5 | 19,080 |
| 2 | DYNASTY# | 19.8 | 17,500 |
| 3 | DALLAS | 19.7 | 17,440 |
| 4 | FAMILY TIES | 18.4 | 16,310 |
| 5 | CHEERS | 17.0 | 15,020 |
| 6 | FALCON CREST | 16.4 | 14,520 |
| 6 | KNOTS LANDING | 16.4 | 14,520 |
| 8 | HOTEL# | 15.7 | 13,920 |
| 9 | HIGHWAY TO HEAVEN | 15.6 | 13,810 |
| 10 | MISSING: YOU SEEN-PERSON(S) | 14.9 | 13,210 |
| 11 | CBS SPECIAL MOVIE PRSNT.(S) | 14.5 | 12,880 |
| 12 | NBC SUNDAY NIGHT MOVIE | 14.4 | 12,770 |
| 13 | NEWHART | 14.3 | 12,660 |
| 13 | NIGHT COURT | 14.3 | 12,660 |
| 15 | ABC MOVIE SPEC.(S) | 14.2 | 12,550 |
| 15 | FACTS OF LIFE | 14.2 | 12,550 |
| 17 | ABC SUNDAY NIGHT MOVIE | 14.1 | 12,470 |
| 18 | NBC MONDAY NIGHT MOVIES# | 13.7 | 12,090 |

### MEN (18+)

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | NBC SUNDAY NIGHT MOVIE | 17.4 | 13,890 |
| 2 | BILL COSBY SHOW | 13.1 | 10,430 |
| 3 | 60 MINUTES | 11.7 | 9,370 |
| 4 | DYNASTY# | 11.5 | 9,220 |
| 5 | FAMILY TIES | 11.3 | 9,060 |
| 6 | COUNTRY MUSIC AWARDS(S) | 11.2 | 8,970 |
| 7 | MIAMI VICE | 11.2 | 8,910 |
| 8 | A TEAM | 11.0 | 8,820 |
| 9 | DALLAS | 10.8 | 8,640 |
| 10 | CHEERS | 10.8 | 8,630 |
| 11 | WRLD FUNNIEST COM'L GOOFS(S) | 10.6 | 8,490 |
| 12 | ABC MONDAY NIGHT MOVIE | 10.6 | 8,460 |
| 13 | TV BLOOPERS & PRAC. JOKES# | 10.4 | 8,290 |
| 14 | RIPTIDE | 10.3 | 8,250 |
| 15 | NIGHT COURT | 10.1 | 8,070 |
| 16 | LIFES-EMBARASSING MOMENTS(S) | 10.0 | 8,020 |
| 17 | REMINGTON STEELE | 9.9 | 7,920 |
| 18 | HAIL TO THE CHIEF | 9.7 | 7,750 |

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MAY 12, 1985

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18–49

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | BILL COSBY SHOW | 22.0 | 12,260 |
| 2 | FAMILY TIES | 20.3 | 11,320 |
| 3 | CHEERS | 18.5 | 10,320 |
| 4 | DYNASTY# | 16.0 | 8,910 |
| 5 | MISSING: YOU SEEN-PERSON(S) | 16.0 | 8,900 |
| 6 | WRLD FUNNIEST COM'L GOOFS(S) | 15.7 | 8,730 |
| 7 | DALLAS | 15.6 | 8,700 |
| 7 | NBC SUNDAY NIGHT MOVIE | 15.6 | 8,700 |
| 9 | NIGHT COURT | 15.6 | 8,690 |
| 10 | KNOTS LANDING | 14.7 | 8,220 |
| 11 | FACTS OF LIFE | 14.7 | 8,200 |
| 12 | ABC SUNDAY NIGHT MOVIE | 14.5 | 8,080 |
| 13 | NBC MONDAY NIGHT MOVIES# | 14.3 | 7,990 |
| 14 | MACGRUDER AND LOUD# | 14.2 | 7,900 |
| 15 | MIAMI VICE | 14.0 | 7,800 |
| 16 | HIGHWAY TO HEAVEN | 13.3 | 7,420 |
| 17 | NEWHART | 13.3 | 7,410 |

### WOMEN 55+

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | DALLAS | 28.2 | 7,680 |
| 2 | FALCON CREST | 26.0 | 7,080 |
| 3 | CBS SPECIAL MOVIE PRSNT.(S) | 24.8 | 6,750 |
| 4 | MURDER, SHE WROTE | 23.8 | 6,490 |
| 5 | DYNASTY# | 23.3 | 6,360 |
| 6 | BILL COSBY SHOW | 22.6 | 6,160 |
| 7 | 60 MINUTES | 22.1 | 6,020 |
| 8 | TRAPPER JOHN, M.D.# | 21.2 | 5,770 |
| 9 | COUNTRY MUSIC AWARDS(S) | 21.0 | 5,710 |
| 10 | HIGHWAY TO HEAVEN | 20.4 | 5,570 |
| 11 | HOTEL# | 20.3 | 5,520 |
| 12 | MISS HOLLYWOOD PAGEANT(S) | 19.7 | 5,360 |
| 13 | KNOTS LANDING | 19.6 | 5,340 |
| 14 | ABC MOVIE SPEC.(S) | 19.3 | 5,260 |
| 15 | CRAZY LIKE A FOX# | 18.4 | 5,020 |
| 16 | LOVE BOAT | 18.1 | 4,940 |
| 17 | NEWHART | 17.5 | 4,770 |
| 18 | SIMON & SIMON | 17.4 | 4,750 |
| 19 | SURVIVAL ANGLIA:P. BEAR(S) | 17.3 | 4,700 |
| 20 | SCARECROW & MRS. KING | 16.9 | 4,610 |

### MEN 18–49

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | NBC SUNDAY NIGHT MOVIE | 19.3 | 10,410 |
| 2 | BILL COSBY SHOW | 12.9 | 6,970 |
| 3 | MIAMI VICE | 12.4 | 6,680 |
| 4 | FAMILY TIES | 11.8 | 6,400 |
| 5 | WRLD FUNNIEST COM'L GOOFS(S) | 11.7 | 6,330 |
| 6 | CHEERS | 11.2 | 6,040 |
| 7 | ABC MONDAY NIGHT MOVIE | 11.0 | 5,960 |
| 8 | NIGHT COURT | 10.5 | 5,670 |
| 9 | DYNASTY# | 10.3 | 5,550 |
| 10 | HAIL TO THE CHIEF | 10.0 | 5,430 |
| 11 | A TEAM | 10.0 | 5,400 |
| 12 | LIFES-EMBARASSING MOMENTS(S) | 10.0 | 5,390 |
| 13 | HILL STREET BLUES | 9.8 | 5,320 |
| 14 | COUNTRY MUSIC AWARDS(S) | 9.7 | 5,220 |
| 15 | SAT NIGHT'S MAIN EVENT(S) | 9.5 | 5,140 |
| 16 | MACGRUDER AND LOUD# | 9.3 | 5,050 |
| 17 | REMINGTON STEELE | 9.3 | 5,000 |
| 18 | ABC SUNDAY NIGHT MOVIE | 9.2 | 4,980 |
| 19 | RIPTIDE | 9.1 | 4,900 |

### MEN 55+

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | 60 MINUTES | 20.9 | 4,310 |
| 2 | DALLAS | 19.5 | 4,030 |
| 3 | MURDER, SHE WROTE | 16.9 | 3,500 |
| 4 | COUNTRY MUSIC AWARDS(S) | 15.9 | 3,280 |
| 5 | FALCON CREST | 15.8 | 3,270 |
| 6 | BILL COSBY SHOW | 15.0 | 3,110 |
| 7 | DYNASTY# | 14.4 | 2,980 |
| 8 | NBC SUNDAY NIGHT MOVIE | 14.3 | 2,950 |
| 9 | A TEAM | 14.1 | 2,920 |
| 10 | CBS EVENING NEWS-RATHER | 13.9 | 2,880 |
| 11 | TRAPPER JOHN, M.D.# | 13.8 | 2,860 |
| 12 | HIGHWAY TO HEAVEN | 13.3 | 2,740 |
| 13 | SIMON & SIMON | 13.2 | 2,720 |
| 14 | CRAZY LIKE A FOX# | 13.0 | 2,690 |
| 15 | SURVIVAL ANGLIA:P. BEAR(S) | 12.9 | 2,670 |
| 16 | RIPTIDE | 12.9 | 2,660 |
| 17 | TV BLOOPERS & PRAC. JOKES# | 12.7 | 2,630 |

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER–FIVE–MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HH AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | W 18–34 | W 18–49 | W 25–54 | W 35–64 | W 55+ | MEN TOTAL | M 18–34 | M 18–49 | M 25–54 | M 35–64 | M 55+ | TEENS (12–17) TOTAL | TEENS FEM. | CHILDREN (2–11) TOTAL | CHILDREN 6–11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| •EVENING | | | | | | | | | | | | | | | | | | | | | | | | | | |
| A TEAM | 29 | 209 | 206 | A | 17.5 | 30 | 1486 | 1939 | 716 | 327 | 799 | 291 | 483 | 422 | 320 | 280 | 593 | 192 | 364 | 351 | 279 | 196 | 177 | 88 | 370 | 248 |
| TUE. 8.00P 60 NBC A | | 99 | 98 | B | 21.7 | 33 | 1842 | 1944 | 686 | 283 | 748 | 245 | 443 | 412 | 359 | 259 | 669 | 230 | 418 | 388 | 323 | 214 | 191 | 67 | 336 | 231 |
| 8.00 - 8.30 | | | | A | 16.1 | 29 | 1367 | 1926 | 704 | 319 | 789 | 277 | 466 | 410 | 318 | 285 | 581 | 196 | 348 | 329 | 258 | 202 | 196 | 101 | 360 | 234 |
| 8.30 - 9.00 | | | | A | 18.8 | 32 | 1596 | 1954 | 725 | 333 | 807 | 303 | 496 | 436 | 322 | 274 | 603 | 187 | 375 | 371 | 295 | 191 | 165 | 77^ | 379 | 261 |
| AFI SALUTE-GENE KELLY(S) | | 203 | | A | 9.4 | 15 | 798 | 1365 | 687 | 161^ | 818 | 160^ | 305^ | 328 | 392 | 433 | 449 | 30v | 184^ | 203^ | 289^ | 240^ | 41v | 14v | 57v | 17v |
| 2 TUE. 9.30P 90 CBS AC | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.30 - 10.00 | | | | A | 8.7 | 14 | 739 | 1444 | 692 | 173^ | 852 | 191^ | 363 | 369 | 404 | 403 | 407 | 48v | 205^ | 196^ | 241^ | 189^ | 64v | 42v | 121^ | 57v |
| 10.00 - 10.30 | | | | A | 9.9 | 16 | 841 | 1300 | 673 | 160^ | 800 | 147^ | 281^ | 315 | 386 | 439 | 446 | 23v | 177^ | 190^ | 282^ | 256^ | 30v | LT | 24v | LT |
| 10.30 - 11.00 | | | | A | 9.7 | 17 | 824 | 1345 | 694 | 152^ | 797 | 144^ | 272^ | 301^ | 380 | 448 | 490 | 25v | 178^ | 222^ | 337 | 268^ | 25v | LT | 33v | LT |
| ABC BUSINESS BRIEF-MON | 13 | 196 | | A | 11.0 | 18 | 934 | 1584 | 631 | 251^ | 645 | 263^ | 417 | 421 | 326 | 156^ | 797 | 355 | 571 | 567 | 401 | 177^ | 79^ | 37v | 63v | LT |
| 1 MON. 9.00P 1 ABC N | | 94 | | B | 15.7 | 23 | 1333 | 1739 | 663 | 278 | 739 | 257 | 454 | 389 | 358 | 244 | 718 | 273 | 449 | 395 | 329 | 222 | 124 | 53 | 158 | 99 |
| ABC BUSINESS BRIEF-WED | 29 | 198 | 196 | A | 13.3 | 22 | 1129 | 1674 | 722 | 238 | 788 | 273 | 407 | 347 | 345 | 319 | 544 | 221 | 326 | 318 | 236 | 169 | 125 | 86^ | 217 | 170 |
| 1 WED. 8.32P 1 ABC N | | 94 | 93 | B | 19.6 | 29 | 1664 | 1779 | 703 | 278 | 795 | 285 | 457 | 377 | 338 | 297 | 615 | 235 | 381 | 332 | 267 | 201 | 136 | 61 | 233 | 152 |
| 2 WED. 8.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC BUSINESS BRIEF-FRI | 8 | 195 | 199 | A | 9.8 | 20 | 832 | 1748 | 634 | 263 | 818 | 308 | 439 | 381 | 273 | 341 | 430 | 138^ | 246 | 246 | 215 | 156 | 137^ | 72^ | 363 | 185 |
| 1 FRI. 8.14P 2 ABC N | | 95 | 95 | B | 13.6 | 25 | 1155 | 1879 | 753 | 267 | 868 | 301 | 489 | 428 | 346 | 338 | 459 | 147 | 241 | 258 | 210 | 169 | 162 | 98 | 390 | 231 |
| 2 FRI. 8.19P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC COMEDY SPECIAL(S) | | 202 | | A | 13.0 | 24 | 1104 | 1741 | 777 | 270 | 865 | 324 | 488 | 415 | 341 | 323 | 439 | 104^ | 218^ | 195^ | 241 | 209^ | 147^ | 84^ | 290 | 158^ |
| 1 TUE. 8.00P 30 ABC CS | | 98 | | | | | | | | | | | | | | | | | | | | | | | | |

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | WK 1 | WK 2 | KEY | HH AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | W 18–34 | W 18–49 | W 25–54 | W 35–64 | W 55+ | MEN TOTAL | M 18–34 | M 18–49 | M 25–54 | M 35–64 | M 55+ | TEENS TOTAL | TEENS FEM. | CHILDREN TOTAL | CHILDREN 6–11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ABC COMEDY SPECIAL-FRI(S) | | 202 | | A | 9.3 | 15 | 790 | 1753 | 897 | 437 | 997 | 438 | 587 | 495 | 384 | 315 | 478 | 168^ | 308^ | 317 | 247^ | 145^ | 115^ | 55v | 163^ | 163^ |
| 2 FRI. 9.30P 30 ABC CS | | 98 | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC MONDAY NIGHT MOVIE | 16 | 205 | 208 | A | 14.0 | 22 | 1189 | 1648 | 713 | 365 | 814 | 346 | 553 | 470 | 399 | 198 | 712 | 307 | 501 | 483 | 339 | 156 | 71^ | 37^ | 51^ | 18v |
| 1 MON. 8.00P 180 ABC FF | | 99 | 99 | B | 16.5 | 26 | 1401 | 1673 | 758 | 337 | 855 | 321 | 532 | 462 | 400 | 261 | 606 | 231 | 383 | 347 | 279 | 179 | 119 | 66 | 93 | 55 |
| 2 MON. 9.00P 120 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 11.7 | 21 | 993 | 1787 | 682 | 319 | 696 | 265 | 395 | 425 | 381 | 201^ | 870 | 438 | 656 | 561 | 386 | 180^ | 96^ | 59v | 125^ | 57v |
| 8.30 - 9.00 | | | | A | 11.8 | 19 | 1002 | 1785 | 635 | 294 | 649 | 230^ | 376 | 405 | 377 | 173^ | 876 | 435 | 675 | 571 | 398 | 169^ | 96^ | 58v | 164^ | 87^ |
| 9.00 - 9.30 | | | | A | 14.0 | 22 | 1189 | 1646 | 741 | 382 | 846 | 353 | 581 | 492 | 419 | 204 | 645 | 267 | 440 | 430 | 316 | 149 | 86^ | 43^ | 69^ | 26v |
| 9.30 - 10.00 | | | | A | 14.4 | 22 | 1223 | 1663 | 724 | 393 | 836 | 361 | 585 | 489 | 399 | 198 | 697 | 295 | 479 | 470 | 334 | 158 | 87^ | 39^ | 43^ | LT |
| 10.00 - 10.30 | | | | A | 15.2 | 24 | 1290 | 1597 | 719 | 370 | 848 | 380 | 600 | 477 | 393 | 197 | 682 | 280 | 483 | 479 | 330 | 145 | 53^ | 28^ | 14v | LT |
| 10.30 - 11.00 | | | | A | 14.9 | 25 | 1265 | 1553 | 698 | 362 | 826 | 362 | 573 | 458 | 396 | 199 | 678 | 278 | 463 | 474 | 323 | 153 | 49^ | 21v | LT | LT |
| ABC MOVIE SPECIAL(S) | | 205 | | A | 9.5 | 16 | 807 | 1617 | 601 | 299^ | 676 | 241^ | 430 | 378 | 392 | 186^ | 745 | 247^ | 501 | 434 | 422 | 182^ | 125^ | 60v | 71v | 50v |
| 1 FRI. 9.00P 120 ABC FF | | 98 | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 9.3 | 16 | 790 | 1604 | 550 | 317 | 659 | 238^ | 412 | 354 | 354 | 194^ | 717 | 273^ | 501 | 414 | 372 | 157^ | 156^ | 87^ | 72v | 38v |
| 9.30 - 10.00 | | | | A | 9.0 | 15 | 764 | 1651 | 553 | 270^ | 654 | 225^ | 431 | 355 | 374 | 183^ | 762 | 269^ | 549 | 457 | 426 | 150^ | 141^ | 73v | 94^ | 69v |
| 10.00 - 10.30 | | | | A | 9.7 | 17 | 824 | 1612 | 640 | 309 | 682 | 246^ | 425 | 392 | 408 | 186^ | 772 | 227^ | 475 | 439 | 469 | 216^ | 104^ | 46v | 54v | 41v |
| 10.30 - 11.00 | | | | A | 9.9 | 17 | 841 | 1597 | 663 | 305 | 708 | 248^ | 447 | 408 | 429 | 186^ | 731 | 223^ | 487 | 429 | 423 | 200^ | 93^ | 37v | 65v | 52v |
| ABC MOVIE SPEC.(S) | | 208 | | A | 15.1 | 28 | 1282 | 1593 | 726 | 232 | 980 | 359 | 496 | 384 | 345 | 411 | 430 | 107^ | 202 | 269 | 242 | 161^ | 110^ | 88^ | 73^ | 63^ |
| 2 SAT. 9.00P 120 ABC FF | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 12.9 | 24 | 1095 | 1635 | 692 | 222^ | 950 | 322 | 446 | 321 | 327 | 451 | 428 | 110^ | 185^ | 244 | 215^ | 184^ | 105^ | 84^ | 152^ | 130^ |
| 9.30 - 10.00 | | | | A | 14.7 | 26 | 1248 | 1548 | 716 | 232 | 961 | 317 | 468 | 384 | 370 | 421 | 423 | 104^ | 200 | 265 | 235 | 158^ | 84^ | 67^ | 80^ | 80^ |
| 10.00 - 10.30 | | | | A | 16.1 | 29 | 1367 | 1544 | 728 | 222 | 945 | 337 | 481 | 399 | 354 | 383 | 426 | 111^ | 205 | 275 | 243 | 151^ | 113^ | 102^ | 60^ | 38v |
| 10.30 - 11.00 | | | | A | 16.9 | 31 | 1435 | 1614 | 742 | 245 | 1033 | 431 | 563 | 413 | 331 | 389 | 434 | 103^ | 210 | 279 | 260 | 155^ | 131^ | 94^ | 16v | 16v |
| ABC NEWSBRIEF-MON | 18 | 196 | 196 | A | 14.1 | 21 | 1197 | 1656 | 757 | 402 | 872 | 374 | 607 | 508 | 420 | 210 | 689 | 290 | 479 | 474 | 323 | 147 | 67^ | 34^ | 28^ | LT |
| 1 MON. 10.00P 1 ABC N | | 98 | 98 | B | 17.0 | 26 | 1443 | 1709 | 773 | 341 | 867 | 325 | 537 | 475 | 395 | 267 | 618 | 232 | 398 | 358 | 286 | 177 | 125 | 72 | 99 | 59 |
| 2 MON. 9.59P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)



## AUDIENCE COMPOSITION

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

| PROGRAM NAME / WK # DAY | START TIME | DUR | NET | PROG. TYPE¤ | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18–34 | WOMEN 18–49 | WOMEN 25–54 | WOMEN 35–64 | WOMEN 55+ | MEN TOTAL | MEN 18–34 | MEN 18–49 | MEN 25–54 | MEN 35–64 | MEN 55+ | TEENS (12–17) TOTAL | TEENS FEM. | CHILDREN (2–11) TOTAL | CHILDREN 6–11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC NEWSBRIEF-TUE | | | | | 30 | 189 | 187 | A | 12.1 | 19 | 1027 | 1872 | 789 | 357 | 878 | 412 | 618 | 473 | 348 | 227 | 682 | 311 | 480 | 453 | 294 | 141 | 219 | 126 | 93^ | 58^ |
| TUE. | 9.58P | 1 | ABC | N | | 97 | 96 | B | 13.3 | 20 | 1129 | 1647 | 756 | 306 | 847 | 331 | 527 | 442 | 368 | 265 | 556 | 212 | 350 | 318 | 254 | 169 | 147 | 94 | 97 | 64 |
| ABC NEWSBRIEF-WED | | | | | 30 | 193 | 193 | A | 16.5 | 26 | 1401 | 1603 | 768 | 269 | 908 | 331 | 448 | 394 | 370 | 366 | 495 | 211 | 312 | 287 | 199 | 151 | 82^ | 61^ | 118 | 91 |
| 1 WED. | 8.58P | 1 | ABC | N | | 97 | 97 | B | 22.1 | 34 | 1876 | 1645 | 829 | 340 | 941 | 339 | 553 | 477 | 405 | 330 | 530 | 204 | 312 | 278 | 217 | 181 | 91 | 56 | 83 | 50 |
| 2 WED. | 9.58P | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC NEWSBRIEF-THU | | | | | 30 | 186 | 190 | A | 10.4 | 17 | 883 | 1797 | 726 | 280 | 857 | 249 | 463 | 424 | 428 | 318 | 689 | 214 | 441 | 401 | 392 | 205 | 171 | 44^ | 80^ | 53^ |
| THU. | 9.58P | 1 | ABC | N | | 96 | 97 | B | 12.3 | 19 | 1044 | 1663 | 715 | 289 | 791 | 246 | 439 | 414 | 389 | 284 | 612 | 191 | 359 | 353 | 315 | 199 | 149 | 74 | 111 | 76 |
| ABC NEWSBRIEF-FRI | | | | | 30 | 194 | 191 | A | 9.0 | 15 | 764 | 1729 | 743 | 304 | 825 | 301 | 476 | 432 | 415 | 256 | 634 | 230 | 397 | 379 | 332 | 167 | 125^ | 64^ | 145^ | 136^ |
| 1 FRI. | 9.57P | 1 | ABC | N | | 97 | 97 | B | 11.4 | 18 | 968 | 1710 | 676 | 279 | 757 | 246 | 443 | 421 | 376 | 254 | 595 | 200 | 354 | 337 | 297 | 190 | 138 | 69 | 220 | 159 |
| 2 FRI. | 9.58P | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC NEWSBRIEF-SAT. | | | | | 30 | 196 | 197 | A | 14.7 | 26 | 1248 | 1450 | 734 | 229 | 884 | 262 | 399 | 346 | 340 | 426 | 444 | 112 | 206 | 251 | 223 | 187 | 75^ | 60^ | 47^ | 47^ |
| 1 SAT. | 10.02P | 1 | ABC | N | | 98 | 98 | B | 14.4 | 24 | 1223 | 1629 | 769 | 270 | 863 | 226 | 394 | 370 | 372 | 415 | 513 | 135 | 250 | 241 | 244 | 225 | 130 | 87 | 123 | 84 |
| 2 SAT. | 9.59P | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC NEWSBRIEF-SUN. | | | | | 30 | 195 | 195 | A | 14.7 | 23 | 1248 | 1757 | 820 | 379 | 918 | 376 | 596 | 513 | 424 | 253 | 593 | 212 | 404 | 401 | 287 | 145 | 181 | 123 | 65^ | 42^ |
| 1 SUN. | 9.57P | 1 | ABC | N | | 98 | 98 | B | 17.0 | 26 | 1443 | 1892 | 716 | 327 | 798 | 342 | 556 | 470 | 367 | 185 | 766 | 340 | 550 | 485 | 341 | 168 | 179 | 86 | 149 | 105 |
| 2 SUN. | 9.54P | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC SPORTS UPDATE-SAT | | | | | 29 | 203 | 204 | A | 11.4 | 22 | 968 | 1432 | 710 | 256 | 780 | 144 | 283 | 301 | 386 | 428 | 470 | 92^ | 192 | 226 | 245 | 219 | 48^ | 48^ | 134 | 85^ |
| 1 SAT. | 8.57P | 2 | ABC | SN | | 98 | 98 | B | 13.2 | 22 | 1121 | 1702 | 754 | 289 | 845 | 221 | 388 | 352 | 376 | 405 | 570 | 143 | 277 | 272 | 274 | 252 | 124 | 69 | 163 | 100 |
| 2 SAT. | 8.58P | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC SPORTS UPDATE-SUN | | | | | 28 | 201 | 201 | A | 13.3 | 23 | 1129 | 2085 | 805 | 300 | 898 | 375 | 615 | 513 | 407 | 235 | 713 | 283 | 508 | 506 | 346 | 155 | 208 | 107^ | 266 | 179 |
| 1 SUN. | 8.34P | 1 | ABC | SN | | 98 | 98 | B | 16.2 | 24 | 1375 | 2002 | 727 | 334 | 808 | 344 | 552 | 470 | 362 | 204 | 768 | 332 | 542 | 494 | 352 | 176 | 196 | 93 | 230 | 162 |
| 2 SUN. | 8.35P | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC SUNDAY NIGHT MOVIE | | | | | 27 | 208 | 208 | A | 15.5 | 25 | 1316 | 1740 | 836 | 391 | 946 | 397 | 612 | 510 | 410 | 269 | 566 | 197 | 380 | 378 | 275 | 141 | 166 | 119 | 62^ | 40^ |
| SUN. | 9.00P | 120 | ABC | FF | | 99 | 99 | B | 17.4 | 27 | 1477 | 1938 | 740 | 342 | 823 | 350 | 573 | 484 | 376 | 194 | 744 | 326 | 535 | 471 | 335 | 162 | 185 | 90 | 186 | 131 |
| 9.00 - 9.30 | | | | | | | | A | 14.8 | 23 | 1257 | 1819 | 864 | 388 | 973 | 416 | 609 | 496 | 409 | 286 | 582 | 200 | 379 | 382 | 279 | 154 | 164 | 101 | 100^ | 58^ |
| 9.30 - 10.00 | | | | | | | | A | 15.4 | 24 | 1307 | 1747 | 812 | 372 | 914 | 369 | 582 | 494 | 412 | 262 | 580 | 203 | 392 | 380 | 280 | 145 | 185 | 119 | 68^ | 38^ |
| 10.00 - 10.30 | | | | | | | | A | 16.3 | 26 | 1384 | 1665 | 805 | 389 | 912 | 381 | 601 | 511 | 398 | 256 | 563 | 200 | 385 | 390 | 278 | 128 | 154 | 124 | 36^ | 24^ |
| 10.30 - 11.00 | | | | | | | | A | 15.6 | 26 | 1324 | 1711 | 866 | 412 | 977 | 412 | 652 | 528 | 419 | 276 | 528 | 184 | 355 | 356 | 255 | 130 | 160 | 129 | 46^ | 34^ |
| ABC WORLD NEWS TONIGHT | | | | | 150 | 207 | 207 | A | 9.1 | 19 | 773 | 1537 | 746 | 254 | 818 | 226 | 360 | 340 | 337 | 383 | 564 | 149 | 275 | 254 | 256 | 255 | 42^ | 22^ | 113 | 63^ |
| M-F | 6.30P | 30 | ABC | N | | 99 | 99 | B | 11.0 | 20 | 934 | 1566 | 703 | 251 | 770 | 188 | 346 | 343 | 355 | 354 | 618 | 175 | 330 | 315 | 298 | 242 | 70 | 40 | 108 | 62 |
| ABC WRLD NEWS TONIGHT-SAT | | | | | 18 | 197 | 193 | A | 7.4 | 19 | 628 | 1347 | 580 | 183^ | 675 | 105^ | 227 | 228 | 307 | 373 | 583 | 108^ | 209 | 242 | 279 | 318 | 11v | 11v | 78^ | 51v |
| 1 SAT. | 6.30P | 30 | ABC | N | | 97 | 96 | B | 9.0 | 18 | 764 | 1508 | 633 | 220 | 708 | 166 | 271 | 267 | 300 | 375 | 642 | 157 | 299 | 300 | 289 | 294 | 48 | 31 | 110 | 72 |
| 2 SAT. | 6.30P | 25 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC WRLD NEWS TONIGHT-SUN | | | | | 26 | 163 | 157 | A | 6.3 | 15 | 535 | 1402 | 693 | 141^ | 769 | 176^ | 356 | 397 | 377 | 335 | 586 | 129^ | 303 | 246 | 297 | 256 | 25v | 17v | 22v | 15v |
| SUN. | 6.30P | 30 | ABC | N | | 85 | 83 | B | 8.0 | 15 | 679 | 1626 | 713 | 219 | 774 | 179 | 346 | 343 | 349 | 374 | 655 | 162 | 315 | 285 | 291 | 304 | 79 | 51 | 118 | 82 |
| AIRWOLF | | | | | 14 | 207 | 208 | A | 11.6 | 21 | 985 | 1889 | 692 | 262 | 782 | 243 | 466 | 416 | 346 | 268 | 708 | 219 | 455 | 449 | 351 | 208 | 150 | 31v | 249 | 160 |
| SAT. | 9.00P | 60 | CBS | A | | 99 | 99 | B | 13.6 | 23 | 1155 | 1967 | 710 | 290 | 771 | 265 | 489 | 451 | 372 | 230 | 767 | 269 | 503 | 466 | 386 | 224 | 162 | 54 | 267 | 186 |
| 9.00 - 9.30 | | | | | | | | A | 11.0 | 20 | 934 | 1875 | 686 | 267 | 782 | 246 | 473 | 418 | 347 | 261 | 721 | 225 | 472 | 467 | 365 | 202 | 132^ | 21v | 240 | 159 |
| 9.30 - 10.00 | | | | | | | | A | 12.2 | 22 | 1036 | 1888 | 691 | 254 | 776 | 238 | 457 | 407 | 342 | 276 | 690 | 212 | 433 | 432 | 334 | 212 | 168 | 40^ | 254 | 162 |
| AMERICAN PORTRAIT | | | | | 77 | 196 | 202 | A | 11.9 | 20 | 1010 | 1745 | 717 | 282 | 787 | 223 | 431 | 408 | 356 | 316 | 481 | 118 | 277 | 276 | 255 | 181 | 149 | 72 | 328 | 198 |
| 1 TU&TH | 8.58P | 1 | CBS | DO | | 95 | 97 | B | 16.1 | 24 | 1367 | 1691 | 742 | 284 | 817 | 240 | 430 | 404 | 371 | 340 | 549 | 167 | 309 | 297 | 267 | 203 | 124 | 61 | 201 | 131 |
| 2 M & TH | 8.58P | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TUE. | 8.52P | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE¤ | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ANYTHING FOR A LAUGH(S) | | 206 | | A | 11.6 | 19 | 985 | 1866 | 712 | 274 | 817 | 235^ | 393 | 379 | 360 | 373 | 623 | 246^ | 431 | 382 | 310 | 157^ | 197^ | 137^ | 229^ | 175^ |
| 1 WED. 8.00P 60 ABC U | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 11.1 | 19 | 942 | 1880 | 696 | 267 | 799 | 237^ | 378 | 373 | 335 | 368 | 639 | 245^ | 442 | 387 | 327 | 165^ | 207^ | 149^ | 235^ | 178^ |
| 8.30 - 9.00 | | | | A | 12.0 | 19 | 1019 | 1861 | 730 | 282 | 839 | 236^ | 408 | 385 | 382 | 381 | 610 | 251 | 424 | 381 | 294 | 149^ | 187^ | 127^ | 225^ | 173^ |
| BENSON | 8 | 207 | 204 | A | 10.5 | 19 | 891 | 1861 | 755 | 377 | 951 | 424 | 560 | 404 | 303 | 330 | 508 | 212 | 313 | 274 | 224 | 167 | 179 | 79^ | 223 | 132^ |
| 1 FRI. 8.30P 30 ABC CS | | 98 | 99 | B | 12.5 | 21 | 1061 | 1740 | 744 | 332 | 861 | 311 | 494 | 442 | 366 | 308 | 491 | 178 | 281 | 270 | 223 | 167 | 157 | 98 | 231 | 154 |
| 2 FRI. 9.00P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| BEST TIMES | 3 | 195 | 191 | A | 8.3 | 16 | 705 | 1909 | 749 | 220 | 863 | 357 | 537 | 452 | 346 | 260 | 481 | 166^ | 338 | 309 | 248 | 134^ | 224 | 92^ | 341 | 259 |
| FRI. 8.00P 60 NBC GD | | 97 | 97 | B | 9.3 | 18 | 790 | 1838 | 679 | 244 | 783 | 307 | 496 | 421 | 331 | 242 | 529 | 202 | 358 | 303 | 239 | 145 | 221 | 118 | 305 | 222 |
| 8.00 - 8.30 | | | | A | 7.9 | 16 | 671 | 1790 | 736 | 189 | 850 | 338 | 504 | 437 | 342 | 276 | 440 | 152^ | 299 | 271 | 218 | 132^ | 205 | 85^ | 295 | 216 |
| 8.30 - 9.00 | | | | A | 8.8 | 17 | 747 | 1984 | 745 | 240 | 861 | 371 | 559 | 463 | 343 | 242 | 508 | 176 | 371 | 338 | 270 | 129^ | 237 | 98^ | 378 | 293 |
| BILL COSBY SHOW | 31 | 208 | 210 | A | 24.8 | 44 | 2106 | 1988 | 763 | 322 | 904 | 359 | 580 | 473 | 372 | 292 | 495 | 180 | 330 | 288 | 249 | 148 | 248 | 146 | 341 | 212 |
| THU. 8.00P 30 NBC CS | | 99 | 99 | B | 24.2 | 38 | 2055 | 2021 | 775 | 335 | 871 | 323 | 542 | 487 | 384 | 271 | 542 | 206 | 354 | 325 | 253 | 152 | 259 | 148 | 349 | 234 |
| BON VOYAGE, CHARLIE BROWN(S) | | | 201 | A | 10.2 | 17 | 866 | 2214 | 705 | 261^ | 760 | 333 | 479 | 478 | 329 | 180^ | 452 | 173^ | 333 | 306 | 224^ | 119^ | 274^ | 144^ | 728 | 416 |
| 2 TUE. 8.00P 90 CBS EA | | | 98 | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 9.7 | 17 | 824 | 1993 | 676 | 227^ | 706 | 303 | 435 | 402 | 293^ | 204^ | 446 | 154^ | 309 | 283^ | 243^ | 137^ | 273^ | 124^ | 568 | 320 |
| 8.30 - 9.00 | | | | A | 10.4 | 17 | 883 | 2267 | 697 | 267^ | 764 | 338 | 501 | 487 | 342 | 170^ | 429 | 161^ | 315 | 287 | 216^ | 114^ | 313 | 168^ | 761 | 426 |
| 9.00 - 9.30 | | | | A | 10.4 | 16 | 883 | 2383 | 745 | 290 | 813 | 351 | 494 | 544 | 357 | 171^ | 479 | 198^ | 365 | 339 | 217^ | 114^ | 243^ | 143^ | 848 | 495 |
| BUGS BUNNY-AMERICAN HERO(S) | | | 202 | A | 12.8 | 25 | 1087 | 1867 | 631 | 258 | 752 | 291 | 471 | 359 | 318 | 227^ | 406 | 125^ | 230 | 211^ | 197^ | 146^ | 176^ | 49v | 533 | 291 |
| 2 FRI. 8.30P 30 CBS EA | | | 96 | | | | | | | | | | | | | | | | | | | | | | | |
| BUGS BUNNY MOTHER'S DAY(S) | | | 202 | A | 10.3 | 22 | 874 | 1824 | 636 | 240^ | 744 | 288 | 472 | 353 | 288 | 241^ | 377 | 126^ | 208^ | 176^ | 171^ | 145^ | 196^ | 37v | 507 | 237^ |
| 2 FRI. 8.00P 30 CBS EA | | | 96 | | | | | | | | | | | | | | | | | | | | | | | |
| CAGNEY & LACEY | 25 | 203 | 206 | A | 14.8 | 24 | 1257 | 1442 | 686 | 265 | 809 | 270 | 459 | 392 | 323 | 309 | 464 | 153 | 268 | 257 | 212 | 165 | 120 | 48^ | 49^ | 40^ |
| MON. 10.00P 60 CBS OP | | 99 | 99 | B | 16.8 | 27 | 1426 | 1450 | 738 | 295 | 838 | 273 | 471 | 431 | 381 | 319 | 486 | 171 | 295 | 272 | 229 | 162 | 83 | 44 | 43 | 34 |
| 10.00 - 10.30 | | | | A | 15.2 | 24 | 1290 | 1453 | 674 | 261 | 793 | 277 | 456 | 383 | 305 | 298 | 473 | 172 | 287 | 269 | 200 | 160 | 121 | 53^ | 66^ | 49^ |
| 10.30 - 11.00 | | | | A | 14.5 | 24 | 1231 | 1415 | 689 | 263 | 815 | 259 | 454 | 396 | 337 | 317 | 453 | 132 | 248 | 241 | 222 | 171 | 118 | 43^ | 29^ | 29^ |
| CBS EVENING NEWS-RATHER | 155 | 207 | 207 | A | 11.2 | 23 | 951 | 1349 | 666 | 181 | 719 | 112 | 243 | 252 | 314 | 440 | 532 | 78 | 193 | 210 | 267 | 304 | 45^ | 26^ | 53^ | 32^ |
| M-F 6.30P 30 CBS N | | 99 | 99 | B | 13.3 | 24 | 1129 | 1471 | 687 | 213 | 741 | 140 | 284 | 287 | 332 | 419 | 581 | 109 | 231 | 238 | 285 | 312 | 60 | 30 | 89 | 52 |
| CBS EVENING NEWS-SUN(B) | | | 110 | A | 2.7 | 7 | 229 | 921^ | 489^ | 105v | 489^ | 152v | 152v | 152v | 101v | 337^ | 432^ | 74v | 74v | 74v | LT | 358^ | LT | LT | LT | LT |
| 2 SUN. 6.30P 30 CBS N | | | 48 | | | | | | | | | | | | | | | | | | | | | | | |
| CBS EVENING NEWS-SUNDAY | 20 | 181 | | A | 5.3 | 12 | 450 | 1089 | 417^ | 118v | 417^ | 32v | 83v | 92v | 165^ | 319^ | 567 | 140v | 183^ | 182^ | 280^ | 303^ | 14v | 14v | 91v | LT |
| 1 SUN. 6.00P 30 CBS N | | 90 | | B | 8.6 | 16 | 730 | 1525 | 667 | 216 | 724 | 128 | 265 | 277 | 331 | 421 | 667 | 177 | 313 | 328 | 304 | 311 | 54 | 28 | 80 | 47 |
| CBS SAT. NEWS-SCHIEFFER | 24 | 179 | 178 | A | 6.9 | 18 | 586 | 1232 | 568 | 149^ | 573 | 42v | 138^ | 155^ | 277 | 413 | 510 | 87^ | 196^ | 211^ | 264 | 245 | 50v | 36v | 99^ | 65^ |
| SAT. 6.30P 30 CBS N | | 92 | 92 | B | 8.9 | 18 | 756 | 1465 | 637 | 192 | 680 | 101 | 236 | 245 | 324 | 406 | 633 | 157 | 275 | 277 | 301 | 308 | 56 | 27 | 96 | 55 |
| CBS SPECIAL MOVIE PRSNT.(S) | | | 204 | A | 18.3 | 29 | 1554 | 1279 | 708 | 255 | 828 | 138^ | 342 | 359 | 403 | 434 | 347 | 84^ | 167 | 171 | 166 | 151^ | 43^ | 6v | 61^ | 48^ |
| 2 SUN. 9.00P 120 CBS GD | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 18.2 | 30 | 1545 | 1350 | 665 | 227 | 804 | 131^ | 317 | 337 | 386 | 436 | 371 | 91^ | 166 | 181 | 174 | 177 | 65^ | 13v | 110^ | 82^ |
| 9.30 - 10.00 | | | | A | 18.0 | 29 | 1528 | 1332 | 703 | 244 | 850 | 160^ | 368 | 378 | 409 | 433 | 343 | 80^ | 153^ | 166 | 165 | 162^ | 44^ | LT | 95^ | 74^ |
| 10.00 - 10.30 | | | | A | 18.3 | 29 | 1554 | 1226 | 729 | 260 | 839 | 140^ | 358 | 371 | 412 | 428 | 337 | 85^ | 179 | 171 | 162 | 134^ | 28v | LT | 22v | 22v |
| 10.30 - 11.00 | | | | A | 18.6 | 31 | 1579 | 1212 | 739 | 289 | 824 | 124^ | 330 | 352 | 402 | 442 | 337 | 77^ | 164 | 166 | 164 | 135^ | 35v | 9v | 16v | 16v |
| CBS TUESDAY NIGHT MOVIES | 21 | 193 | | A | 12.4 | 21 | 1053 | 1477 | 749 | 289 | 870 | 217^ | 415 | 366 | 374 | 398 | 514 | 115^ | 232^ | 296 | 232^ | 218^ | 18v | 14v | 75^ | 23v |
| 1 TUE. 9.00P 120 CBS FF | | 95 | | B | 15.7 | 25 | 1333 | 1564 | 770 | 296 | 868 | 271 | 482 | 440 | 411 | 328 | 502 | 163 | 279 | 267 | 239 | 178 | 108 | 60 | 86 | 59 |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS TUESDAY NIGHT -CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 10.6 | 18 | 900 | 1509 | 714 | 331 | 897 | 242^ | 439 | 375 | 354 | 400 | 497 | 95^ | 199^ | 279 | 226^ | 218^ | 29v | 29v | 86^ | 25v |
| 9.30 - 10.00 | | | | A | 12.9 | 21 | 1095 | 1470 | 701 | 263 | 848 | 209^ | 407 | 339 | 354 | 391 | 512 | 112^ | 212^ | 285 | 235 | 227^ | 43v | 24v | 67^ | 17v |
| 10.00 - 10.30 | | | | A | 13.2 | 23 | 1121 | 1453 | 796 | 279 | 890 | 230 | 419 | 358 | 391 | 409 | 495 | 99^ | 212^ | 267 | 219^ | 228 | LT | LT | 68^ | 18v |
| 10.30 - 11.00 | | | | A | 12.9 | 23 | 1095 | 1483 | 778 | 291 | 853 | 195^ | 399 | 390 | 390 | 393 | 547 | 151^ | 298 | 350 | 248 | 197^ | LT | LT | 83^ | 31v |
| CBS WEDNESDAY NIGHT MOVIE | 27 | 202 | 197 | A | 9.8 | 16 | 832 | 1597 | 657 | 206 | 716 | 168 | 375 | 380 | 386 | 296 | 588 | 136^ | 350 | 321 | 345 | 218 | 171 | 85^ | 122^ | 79^ |
| 1 WED. 9.00P 120 CBS FF | | 99 | 98 | B | 12.1 | 19 | 1027 | 1638 | 700 | 266 | 770 | 237 | 445 | 400 | 380 | 280 | 606 | 193 | 375 | 355 | 319 | 189 | 130 | 53 | 132 | 88 |
| 2 WED. 8.00P 120 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 8.1 | 14 | 688 | 1522 | 693 | 133^ | 738 | 127^ | 334^ | 369 | 398 | 369 | 472 | 55v | 232^ | 177^ | 327^ | 240^ | 177^ | 122^ | 135^ | 83v |
| 8.30 - 9.00 | | | | A | 8.3 | 14 | 705 | 1685 | 729 | 141^ | 792 | 189^ | 408 | 425 | 406 | 340^ | 467 | 93^ | 286^ | 235^ | 320^ | 165^ | 238^ | 130^ | 188^ | 114^ |
| 9.00 - 9.30 | | | | A | 9.7 | 15 | 824 | 1643 | 692 | 179 | 739 | 182 | 396 | 411 | 396 | 292 | 552 | 119^ | 327 | 304 | 332 | 205 | 191 | 91^ | 161 | 96^ |
| 9.30 - 10.00 | | | | A | 10.2 | 16 | 866 | 1636 | 657 | 207 | 714 | 198 | 398 | 383 | 370 | 272 | 580 | 169 | 354 | 311 | 306 | 203 | 181 | 95^ | 161 | 111^ |
| 10.00 - 10.30 | | | | A | 11.0 | 18 | 934 | 1501 | 577 | 286 | 642 | 124^ | 336 | 336 | 378 | 266 | 715 | 165^ | 435 | 425 | 414 | 253^ | 111^ | 37v | 33v | 33v |
| 10.30 - 11.00 | | | | A | 11.0 | 19 | 934 | 1491 | 582 | 265^ | 659 | 126^ | 331 | 331 | 384 | 286 | 704 | 167^ | 425 | 427 | 395 | 252^ | 114^ | 36v | 14v | 14v |
| CHEERS | 28 | 207 | 207 | A | 18.8 | 31 | 1596 | 1882 | 808 | 351 | 941 | 412 | 647 | 547 | 403 | 247 | 542 | 243 | 379 | 328 | 224 | 146 | 192 | 108 | 207 | 135 |
| THU. 9.00P 30 NBC CS | | 99 | 99 | B | 19.6 | 30 | 1664 | 1817 | 766 | 360 | 865 | 370 | 572 | 500 | 360 | 238 | 589 | 272 | 414 | 372 | 249 | 137 | 195 | 108 | 168 | 119 |
| COUNTRY MUSIC AWARDS(S) | | | 204 | A | 17.2 | 27 | 1460 | 1837 | 788 | 204 | 825 | 185 | 351 | 393 | 405 | 392 | 615 | 130^ | 358 | 341 | 405 | 226 | 173 | 131^ | 224 | 143^ |
| 2 MON. 9.00P 121 NBC AC | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 16.7 | 25 | 1418 | 1993 | 768 | 171^ | 797 | 177 | 359 | 374 | 373 | 385 | 624 | 115^ | 349 | 350 | 421 | 240 | 252 | 194 | 320 | 255 |
| 9.30 - 10.00 | | | | A | 16.9 | 25 | 1435 | 1909 | 769 | 208 | 796 | 183 | 355 | 382 | 390 | 380 | 634 | 124^ | 361 | 336 | 424 | 251 | 207 | 157^ | 272 | 209 |
| 10.00 - 10.30 | | | | A | 17.6 | 27 | 1494 | 1754 | 808 | 241 | 852 | 175 | 336 | 407 | 442 | 407 | 600 | 132^ | 367 | 345 | 394 | 207 | 134^ | 99^ | 168 | 66^ |
| 10.30 - 11.00 | | | | A | 17.7 | 29 | 1503 | 1705 | 797 | 194 | 847 | 198 | 346 | 406 | 419 | 392 | 593 | 145^ | 348 | 330 | 378 | 204 | 117^ | 86^ | 148^ | 52^ |
| COVER-UP | 2 | 206 | 207 | A | 8.5 | 18 | 722 | 1665 | 667 | 188 | 741 | 222 | 386 | 333 | 321 | 318 | 594 | 142^ | 346 | 322 | 339 | 199 | 107^ | 42v | 223 | 148^ |
| SAT. 8.00P 60 CBS GD | | 99 | 99 | B | 8.5 | 18 | 722 | 1665 | 667 | 188 | 741 | 222 | 386 | 333 | 321 | 318 | 594 | 142 | 346 | 322 | 339 | 199 | 107 | 42 | 223 | 148 |
| 8.00 - 8.30 | | | | A | 7.9 | 17 | 671 | 1678 | 683 | 200 | 752 | 225 | 395 | 329 | 329 | 329 | 621 | 138^ | 334 | 312 | 362 | 228 | 99^ | 47v | 206 | 139^ |
| 8.30 - 9.00 | | | | A | 9.0 | 18 | 764 | 1656 | 654 | 178 | 732 | 215 | 381 | 338 | 318 | 310 | 573 | 149^ | 358 | 328 | 318 | 175 | 111^ | 37v | 240 | 155^ |
| CRAZY LIKE A FOX | 14 | 207 | | A | 14.6 | 22 | 1240 | 1516 | 691 | 250 | 756 | 170^ | 324 | 313 | 320 | 404 | 482 | 97^ | 210 | 244 | 311 | 218 | 128^ | 93^ | 150^ | 113^ |
| 1 SUN. 9.00P 60 CBS PD | | 99 | | B | 19.3 | 28 | 1639 | 1617 | 756 | 297 | 835 | 194 | 406 | 402 | 421 | 379 | 571 | 139 | 296 | 304 | 313 | 229 | 103 | 47 | 108 | 77 |
| 9.00 - 9.30 | | | | A | 14.2 | 22 | 1206 | 1499 | 693 | 246 | 754 | 161^ | 327 | 323 | 330 | 401 | 474 | 92^ | 201^ | 246 | 315 | 208 | 126^ | 90^ | 145^ | 107^ |
| 9.30 - 10.00 | | | | A | 15.1 | 23 | 1282 | 1512 | 684 | 253 | 750 | 176^ | 316 | 299 | 308 | 405 | 481 | 100^ | 212 | 239 | 301 | 222 | 127^ | 94^ | 154^ | 116^ |
| DALLAS | 28 | 208 | 207 | A | 22.2 | 38 | 1885 | 1562 | 817 | 343 | 925 | 274 | 461 | 415 | 379 | 408 | 458 | 137 | 208 | 210 | 177 | 214 | 83 | 19^ | 96 | 54^ |
| FRI. 9.00P 60 CBS GD | | 99 | 99 | B | 24.5 | 39 | 2080 | 1642 | 850 | 327 | 938 | 285 | 483 | 448 | 403 | 401 | 505 | 153 | 257 | 253 | 227 | 212 | 85 | 46 | 114 | 75 |
| 9.00 - 9.30 | | | | A | 21.1 | 36 | 1791 | 1575 | 817 | 342 | 931 | 283 | 464 | 412 | 370 | 411 | 453 | 140 | 208 | 205 | 168 | 212 | 81 | 18v | 110 | 63^ |
| 9.30 - 10.00 | | | | A | 23.3 | 39 | 1978 | 1546 | 817 | 343 | 918 | 261 | 456 | 419 | 388 | 405 | 461 | 136 | 207 | 213 | 181 | 215 | 84 | 21^ | 83 | 47^ |
| DIFF'RENT STROKES-SAT. | 30 | 204 | 194 | A | 9.9 | 21 | 841 | 2073 | 677 | 162 | 722 | 249 | 423 | 373 | 272 | 268 | 408 | 161 | 238 | 205 | 179 | 137^ | 307 | 164 | 636 | 406 |
| 1 SAT. 8.00P 30 NBC CS | | 99 | 97 | B | 14.5 | 25 | 1231 | 1966 | 700 | 268 | 781 | 272 | 451 | 399 | 314 | 289 | 439 | 144 | 246 | 244 | 214 | 152 | 277 | 179 | 469 | 330 |
| 2 SAT. 8.03P 27 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| DOUBLE DARE | 3 | 206 | | A | 9.6 | 16 | 815 | 1715 | 596 | 231^ | 684 | 178^ | 307 | 309 | 262^ | 346 | 436 | 98^ | 205^ | 232^ | 209^ | 204^ | 189^ | 90^ | 406 | 154^ |
| 1 WED. 8.00P 60 CBS A | | 99 | | B | 12.4 | 20 | 1053 | 1755 | 645 | 262 | 723 | 221 | 407 | 379 | 344 | 270 | 575 | 154 | 361 | 321 | 316 | 198 | 171 | 67 | 286 | 163 |
| 8.00 - 8.30 | | | | A | 9.3 | 16 | 790 | 1682 | 598 | 230^ | 681 | 170^ | 299^ | 299^ | 262^ | 353 | 432 | 96^ | 203^ | 235^ | 212^ | 197^ | 196^ | 88^ | 373 | 154^ |
| 8.30 - 9.00 | | | | A | 9.8 | 16 | 832 | 1751 | 598 | 231^ | 689 | 189^ | 318 | 319 | 262^ | 339 | 438 | 100^ | 207^ | 228^ | 205^ | 210^ | 183^ | 92^ | 441 | 154^ |
| DOUBLE TROUBLE | 19 | 200 | | A | 11.5 | 22 | 976 | 1936 | 687 | 147^ | 699 | 240^ | 408 | 379 | 250^ | 229^ | 323 | 141^ | 141^ | 128^ | 101^ | 137^ | 351 | 206^ | 563 | 358 |
| 1 SAT. 8.30P 30 NBC CS | | 98 | | B | 13.7 | 23 | 1163 | 2016 | 686 | 263 | 770 | 276 | 468 | 415 | 327 | 258 | 450 | 155 | 264 | 252 | 226 | 143 | 313 | 212 | 483 | 350 |
| DYNASTY | 28 | | 208 | A | 21.9 | 33 | 1859 | 1560 | 820 | 293 | 942 | 365 | 480 | 428 | 373 | 341 | 496 | 212 | 298 | 295 | 183 | 160 | 27v | 27v | 95^ | 65^ |
| 2 WED. 9.00P 60 ABC GD | | | 99 | B | 24.8 | 37 | 2106 | 1670 | 840 | 356 | 954 | 354 | 574 | 498 | 409 | 321 | 536 | 211 | 323 | 289 | 217 | 178 | 90 | 54 | 90 | 51 |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)



| PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| DYNASTY-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 20.9 | 33 | 1774 | 1592 | 842 | 293 | 945 | 361 | 479 | 419 | 369 | 351 | 513 | 214 | 308 | 310 | 192 | 169 | 31v | 31v | 103^ | 73^ |
| 9.30 - 10.00 | | | | A | 22.8 | 34 | 1936 | 1533 | 801 | 293 | 940 | 369 | 480 | 436 | 375 | 334 | 481 | 210 | 291 | 281 | 173 | 153 | 25v | 25v | 87^ | 59^ |
| EYE TO EYE | 6 | 200 | | A | 8.3 | 13 | 705 | 1790 | 803 | 304^ | 922 | 267^ | 517 | 424 | 417 | 378 | 618 | 174^ | 360 | 295^ | 342^ | 249^ | 93^ | 56v | 157^ | 144^ |
| 1 THU. 9.00P 60 ABC PD | | 98 | | B | 11.0 | 17 | 934 | 1598 | 763 | 261 | 824 | 239 | 425 | 405 | 409 | 327 | 554 | 147 | 305 | 297 | 313 | 211 | 115 | 52 | 105 | 76 |
| 9.00 - 9.30 | | | | A | 7.8 | 13 | 662 | 1863 | 798 | 300^ | 943 | 293^ | 543 | 415 | 397 | 384 | 650 | 204^ | 408 | 299^ | 347^ | 242^ | 64v | LT | 206^ | 180^ |
| 9.30 - 10.00 | | | | A | 8.7 | 14 | 739 | 1735 | 814 | 308^ | 911 | 245^ | 497 | 439 | 439 | 375 | 590 | 146^ | 321^ | 294^ | 340 | 255^ | 122^ | 106^ | 112^ | 112^ |
| FACTS OF LIFE | 27 | 201 | 198 | A | 16.1 | 25 | 1367 | 1843 | 762 | 304 | 918 | 380 | 599 | 501 | 330 | 282 | 446 | 147 | 283 | 293 | 232 | 129 | 220 | 142 | 259 | 178 |
| WED. 9.00P 30 NBC CS | | 99 | 97 | B | 16.2 | 24 | 1375 | 1785 | 744 | 299 | 819 | 307 | 506 | 448 | 357 | 261 | 477 | 177 | 302 | 275 | 220 | 146 | 254 | 142 | 235 | 173 |
| FALCON CREST | 27 | 208 | 207 | A | 18.7 | 32 | 1588 | 1481 | 819 | 321 | 914 | 223 | 396 | 397 | 408 | 446 | 410 | 95 | 170 | 184 | 179 | 205 | 86 | 9v | 71^ | 34^ |
| FRI. 10.00P 60 CBS GD | | 99 | 99 | B | 19.8 | 33 | 1681 | 1544 | 841 | 309 | 925 | 251 | 445 | 426 | 416 | 421 | 466 | 136 | 227 | 225 | 211 | 207 | 90 | 51 | 63 | 46 |
| 10.00 - 10.30 | | | | A | 18.9 | 32 | 1605 | 1477 | 812 | 325 | 903 | 210 | 381 | 390 | 408 | 446 | 409 | 88 | 164 | 182 | 182 | 210 | 89 | 9v | 76^ | 38^ |
| 10.30 - 11.00 | | | | A | 18.6 | 32 | 1579 | 1471 | 822 | 317 | 920 | 233 | 405 | 400 | 406 | 445 | 406 | 99 | 172 | 184 | 173 | 200 | 82 | 9v | 63^ | 27^ |
| FALL GUY | 30 | | 207 | A | 12.2 | 21 | 1036 | 1767 | 821 | 255 | 878 | 376 | 510 | 370 | 323 | 293 | 582 | 216^ | 338 | 368 | 247 | 175^ | 94^ | 45v | 213^ | 169^ |
| 2 WED. 8.00P 60 ABC A | | | 99 | B | 16.8 | 26 | 1426 | 1823 | 688 | 267 | 773 | 275 | 446 | 372 | 332 | 288 | 638 | 235 | 398 | 350 | 288 | 204 | 148 | 61 | 264 | 175 |
| 8.00 - 8.30 | | | | A | 11.3 | 20 | 959 | 1842 | 834 | 254^ | 906 | 392 | 526 | 365 | 319 | 306 | 634 | 240^ | 383 | 423 | 269 | 168^ | 76^ | 34v | 226^ | 171^ |
| 8.30 - 9.00 | | | | A | 13.1 | 22 | 1112 | 1697 | 807 | 252 | 848 | 361 | 494 | 372 | 324 | 281 | 536 | 196^ | 298 | 319 | 228 | 180^ | 110^ | 55v | 203^ | 166^ |
| FAMILY TIES | 30 | 209 | 210 | A | 21.4 | 37 | 1817 | 1957 | 753 | 319 | 898 | 384 | 624 | 513 | 379 | 248 | 499 | 192 | 352 | 315 | 254 | 123 | 259 | 151 | 301 | 191 |
| THU. 8.30P 30 NBC CS | | 99 | 99 | B | 22.0 | 33 | 1868 | 1968 | 763 | 335 | 862 | 356 | 563 | 496 | 364 | 242 | 522 | 223 | 356 | 323 | 224 | 132 | 258 | 154 | 326 | 224 |
| FOUL UPS, BLEEPS-BLUNDERS | 3 | | 198 | A | 10.5 | 17 | 891 | 1613 | 728 | 211^ | 842 | 329 | 494 | 279^ | 312 | 348 | 593 | 216^ | 353 | 350 | 261^ | 177^ | 96^ | 76^ | 82^ | 53v |
| 2 TUE. 8.30P 30 ABC U | | | 97 | B | 12.5 | 20 | 1061 | 1713 | 725 | 177 | 813 | 260 | 472 | 395 | 355 | 305 | 541 | 221 | 331 | 289 | 219 | 161 | 164 | 119 | 195 | 133 |
| GIMME A BREAK | 22 | 197 | 192 | A | 11.8 | 22 | 1002 | 2071 | 649 | 252 | 733 | 252 | 432 | 412 | 319 | 259 | 412 | 159 | 275 | 263 | 218 | 108^ | 326 | 177 | 600 | 364 |
| SAT. 9.00P 30 NBC CS | | 99 | 99 | B | 13.9 | 23 | 1180 | 1991 | 714 | 286 | 812 | 302 | 515 | 458 | 367 | 243 | 446 | 159 | 278 | 275 | 223 | 132 | 288 | 188 | 445 | 316 |
| HAIL TO THE CHIEF | 4 | 203 | 200 | A | 13.9 | 22 | 1180 | 1824 | 771 | 326 | 865 | 403 | 591 | 444 | 331 | 244 | 657 | 307 | 462 | 429 | 275 | 133 | 217 | 126 | 85^ | 47^ |
| TUE. 9.30P 30 ABC CS | | 99 | 98 | B | 16.2 | 25 | 1375 | 1823 | 766 | 269 | 851 | 366 | 576 | 459 | 348 | 237 | 631 | 293 | 437 | 401 | 259 | 139 | 216 | 134 | 125 | 87 |
| HALF NELSON | 6 | 192 | 188 | A | 9.7 | 16 | 824 | 1989 | 684 | 244 | 772 | 308 | 511 | 501 | 315 | 199 | 635 | 227 | 454 | 412 | 320 | 177 | 183 | 62^ | 399 | 278 |
| FRI. 9.00P 60 NBC PD | | 98 | 97 | B | 11.8 | 20 | 1002 | 1874 | 634 | 268 | 740 | 281 | 492 | 439 | 331 | 195 | 622 | 208 | 397 | 380 | 314 | 186 | 181 | 74 | 331 | 266 |
| 9.00 - 9.30 | | | | A | 9.0 | 15 | 764 | 1967 | 685 | 237 | 766 | 307 | 504 | 508 | 301 | 199 | 627 | 224 | 452 | 405 | 325 | 175 | 171 | 63^ | 403 | 283 |
| 9.30 - 10.00 | | | | A | 10.4 | 17 | 883 | 1999 | 683 | 252 | 774 | 306 | 518 | 498 | 324 | 196 | 638 | 228 | 456 | 420 | 318 | 176 | 192 | 62^ | 395 | 275 |
| HARDCASTLE & MCCORMICK | 15 | | 205 | A | 11.4 | 19 | 968 | 1902 | 806 | 424 | 1105 | 493 | 702 | 477 | 452 | 329 | 616 | 211^ | 348 | 286 | 270 | 220^ | 50v | 50v | 131^ | 83^ |
| 2 MON. 8.00P 60 ABC A | | | 99 | B | 15.8 | 23 | 1341 | 1860 | 743 | 314 | 855 | 292 | 491 | 411 | 405 | 312 | 629 | 216 | 365 | 331 | 296 | 225 | 148 | 64 | 228 | 150 |
| 8.00 - 8.30 | | | | A | 11.0 | 19 | 934 | 1923 | 831 | 373 | 1098 | 467 | 671 | 471 | 459 | 341 | 636 | 211^ | 348 | 287 | 279 | 234^ | 49v | 49v | 140^ | 78^ |
| 8.30 - 9.00 | | | | A | 11.8 | 19 | 1002 | 1872 | 782 | 470 | 1110 | 515 | 730 | 481 | 446 | 320 | 590 | 208^ | 347 | 283 | 258 | 202^ | 49v | 49v | 123^ | 87^ |
| HIGHWAY TO HEAVEN | 28 | 205 | 202 | A | 17.2 | 29 | 1460 | 1861 | 825 | 280 | 946 | 313 | 508 | 465 | 381 | 382 | 422 | 100 | 223 | 223 | 210 | 188 | 151 | 84^ | 342 | 217 |
| WED. 8.00P 60 NBC GD | | 99 | 99 | B | 17.9 | 28 | 1520 | 1804 | 801 | 294 | 872 | 242 | 441 | 440 | 413 | 363 | 525 | 145 | 273 | 276 | 254 | 215 | 162 | 83 | 245 | 174 |
| 8.00 - 8.30 | | | | A | 16.3 | 29 | 1384 | 1829 | 817 | 267 | 931 | 302 | 483 | 451 | 371 | 390 | 422 | 104 | 225 | 225 | 205 | 184 | 145 | 81^ | 331 | 210 |
| 8.30 - 9.00 | | | | A | 18.2 | 30 | 1545 | 1871 | 827 | 287 | 950 | 322 | 525 | 472 | 385 | 372 | 420 | 97 | 218 | 221 | 215 | 188 | 153 | 85 | 348 | 222 |
| HILL STREET BLUES | 29 | 209 | 211 | A | 14.3 | 24 | 1214 | 1456 | 638 | 328 | 725 | 316 | 510 | 450 | 335 | 183 | 598 | 246 | 438 | 391 | 306 | 143 | 97^ | 44^ | 36^ | 36^ |
| THU. 10.00P 60 NBC OP | | 99 | 99 | B | 16.6 | 27 | 1409 | 1633 | 715 | 332 | 792 | 344 | 553 | 495 | 361 | 188 | 691 | 310 | 516 | 464 | 324 | 140 | 95 | 40 | 55 | 37 |
| 10.00 - 10.30 | | | | A | 14.2 | 24 | 1206 | 1452 | 640 | 329 | 718 | 316 | 509 | 458 | 336 | 172 | 593 | 250 | 436 | 390 | 302 | 140 | 107 | 43^ | 34^ | 34^ |
| 10.30 - 11.00 | | | | A | 14.3 | 25 | 1214 | 1456 | 632 | 327 | 728 | 314 | 508 | 441 | 335 | 193 | 604 | 242 | 442 | 390 | 311 | 147 | 88^ | 46^ | 36^ | 36^ |
| HOTEL | 28 | | 208 | A | 18.5 | 31 | 1571 | 1376 | 742 | 273 | 886 | 300 | 448 | 409 | 345 | 351 | 428 | 132^ | 194 | 259 | 222 | 162 | 24v | 20v | 38v | 27v |
| 2 WED. 10.00P 60 ABC GD | | | 99 | B | 19.6 | 33 | 1664 | 1525 | 804 | 308 | 912 | 295 | 496 | 437 | 408 | 354 | 489 | 169 | 264 | 235 | 217 | 189 | 80 | 49 | 44 | 27 |

CONT'D

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY | START TIME | DUR | NET | PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18–34 | WOMEN 18–49 | WOMEN 25–54 | WOMEN 35–64 | WOMEN 55+ | MEN TOTAL | MEN 18–34 | MEN 18–49 | MEN 25–54 | MEN 35–64 | MEN 55+ | TEENS (12–17) TOTAL | TEENS FEM. | CHILDREN (2–11) TOTAL | CHILDREN 6–11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| HOTEL-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 10.00 - 10.30 | | | | | | | A | 19.4 | 31 | 1647 | 1372 | 756 | 272 | 900 | 307 | 455 | 425 | 357 | 350 | 414 | 129^ | 192 | 269 | 214 | 145^ | 17v | 17v | 41^ | 28v |
| | 10.30 - 11.00 | | | | | | | A | 17.6 | 31 | 1494 | 1375 | 725 | 274 | 869 | 292 | 439 | 388 | 331 | 353 | 440 | 134^ | 195 | 247 | 230 | 178 | 31v | 22v | 35v | 26v |
| HUNTER | | | | | 7 | 199 | 198 | A | 11.9 | 22 | 1010 | 1763 | 659 | 281 | 749 | 264 | 494 | 450 | 376 | 211 | 654 | 240 | 467 | 432 | 365 | 157 | 140 | 50^ | 220 | 139 |
| SAT. | 10.00P | 60 | NBC | OP | | 99 | 99 | B | 12.6 | 23 | 1070 | 1707 | 655 | 269 | 718 | 242 | 459 | 428 | 371 | 203 | 674 | 251 | 457 | 440 | 355 | 169 | 165 | 86 | 150 | 107 |
| | 10.00 - 10.30 | | | | | | | A | 11.8 | 21 | 1002 | 1750 | 656 | 270 | 756 | 265 | 492 | 448 | 376 | 220 | 638 | 229 | 460 | 425 | 360 | 150 | 132 | 49^ | 224 | 134 |
| | 10.30 - 11.00 | | | | | | | A | 12.1 | 22 | 1027 | 1752 | 655 | 284 | 730 | 261 | 490 | 447 | 368 | 198 | 659 | 244 | 468 | 436 | 366 | 161 | 148 | 50^ | 215 | 143 |
| JEFFERSONS | | | | | 2 | 198 | | A | 7.1 | 12 | 603 | 1562 | 690 | 271^ | 784 | 146^ | 445 | 419 | 404^ | 332^ | 469 | 113^ | 193^ | 187^ | 220^ | 208^ | 97v | 58v | 212^ | 90v |
| 1 TUE. | 8.30P | 30 | CBS | CS | | 95 | | B | 8.3 | 13 | 705 | 1425 | 697 | 272 | 791 | 154 | 382 | 363 | 373 | 375 | 451 | 109 | 185 | 199 | 205 | 220 | 60 | 43 | 123 | 49 |
| KATE & ALLIE | | | | | 24 | 201 | 206 | A | 16.6 | 26 | 1409 | 1577 | 754 | 290 | 841 | 279 | 484 | 470 | 344 | 320 | 460 | 141 | 280 | 270 | 215 | 162 | 133 | 76^ | 143 | 91 |
| MON. | 9.00P | 30 | CBS | CS | | 99 | 99 | B | 18.4 | 27 | 1562 | 1619 | 766 | 305 | 850 | 290 | 492 | 459 | 366 | 311 | 475 | 162 | 292 | 274 | 219 | 159 | 146 | 86 | 148 | 103 |
| KNIGHT RIDER | | | | | 21 | 200 | 197 | A | 11.5 | 20 | 976 | 2162 | 682 | 293 | 802 | 309 | 491 | 376 | 301 | 283 | 644 | 274 | 437 | 333 | 273 | 188 | 204 | 74^ | 512 | 352 |
| SUN. | 8.00P | 60 | NBC | A | | 99 | 98 | B | 16.1 | 24 | 1367 | 2114 | 688 | 260 | 759 | 317 | 501 | 442 | 327 | 214 | 643 | 264 | 446 | 398 | 290 | 161 | 231 | 115 | 481 | 336 |
| | 8.00 - 8.30 | | | | | | | A | 10.4 | 19 | 883 | 2217 | 694 | 282 | 816 | 317 | 496 | 381 | 290 | 293 | 641 | 282 | 435 | 321 | 261 | 191 | 202 | 76^ | 558 | 376 |
| | 8.30 - 9.00 | | | | | | | A | 12.5 | 21 | 1061 | 2123 | 676 | 299 | 792 | 303 | 488 | 374 | 308 | 276 | 648 | 270 | 440 | 340 | 278 | 189 | 208 | 73^ | 475 | 331 |
| KNOTS LANDING | | | | | 26 | 206 | 206 | A | 18.5 | 31 | 1571 | 1477 | 809 | 333 | 925 | 341 | 523 | 455 | 359 | 340 | 451 | 146 | 267 | 262 | 206 | 164 | 62^ | 55^ | 39^ | 13v |
| THU. | 10.00P | 60 | CBS | GD | | 99 | 99 | B | 20.0 | 33 | 1698 | 1544 | 823 | 326 | 934 | 341 | 539 | 471 | 390 | 342 | 446 | 162 | 264 | 236 | 201 | 159 | 101 | 62 | 63 | 44 |
| | 10.00 - 10.30 | | | | | | | A | 18.5 | 31 | 1571 | 1463 | 794 | 320 | 912 | 337 | 517 | 436 | 346 | 343 | 448 | 151 | 273 | 257 | 196 | 164 | 61^ | 53^ | 42^ | 11v |
| | 10.30 - 11.00 | | | | | | | A | 18.5 | 32 | 1571 | 1487 | 821 | 343 | 934 | 345 | 529 | 470 | 369 | 336 | 451 | 140 | 261 | 262 | 216 | 165 | 64^ | 57^ | 38^ | 13v |
| LIFES-EMBARASSING MOMENTS(S) | | | | | | 205 | | A | 14.2 | 23 | 1206 | 1904 | 739 | 232 | 781 | 301 | 490 | 432 | 360 | 225 | 666 | 274 | 447 | 456 | 299 | 164^ | 225 | 124^ | 232 | 171^ |
| 1 SUN. | 8.00P | 60 | ABC | GV | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| | 8.00 - 8.30 | | | | | | | A | 13.2 | 23 | 1121 | 1937 | 719 | 222 | 776 | 308 | 499 | 434 | 360 | 211^ | 676 | 290 | 476 | 472 | 298 | 152^ | 238 | 123^ | 247 | 180^ |
| | 8.30 - 9.00 | | | | | | | A | 15.2 | 24 | 1290 | 1870 | 753 | 239 | 781 | 295 | 480 | 434 | 359 | 233 | 655 | 260 | 419 | 444 | 296 | 172^ | 216 | 126^ | 218 | 162^ |
| LOVE BOAT | | | | | 31 | 208 | 207 | A | 13.7 | 26 | 1163 | 1470 | 748 | 261 | 835 | 231 | 362 | 325 | 326 | 425 | 453 | 121 | 216 | 218 | 213 | 204 | 81^ | 62^ | 101^ | 85^ |
| 1 SAT. | 9.00P | 120 | ABC | CS | | 99 | 99 | B | 15.1 | 26 | 1282 | 1622 | 771 | 271 | 861 | 230 | 387 | 361 | 358 | 423 | 501 | 134 | 241 | 226 | 232 | 227 | 131 | 82 | 129 | 85 |
| 2 SAT. | 8.00P | 60 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 8.00 - 8.30 | | | | | | | A | 9.0 | 20 | 764 | 1486 | 737 | 253^ | 927 | 292^ | 383 | 287^ | 303^ | 477 | 420 | 134^ | 206^ | 179^ | 173^ | 191^ | 53v | 53v | 86^ | 56v |
| | 8.30 - 9.00 | | | | | | | A | 11.0 | 22 | 934 | 1443 | 744 | 245^ | 929 | 299 | 404 | 272 | 321 | 480 | 409 | 108^ | 176^ | 169^ | 188^ | 201^ | 41v | 41v | 64v | 36v |
| | 9.00 - 9.30 | | | | | | | A | 12.7 | 23 | 1078 | 1456 | 742 | 293 | 797 | 160^ | 299 | 322 | 364 | 441 | 430 | 114^ | 188^ | 176^ | 179^ | 217^ | 42v | 25v | 187^ | 151^ |
| | 9.30 - 10.00 | | | | | | | A | 14.7 | 26 | 1248 | 1499 | 750 | 298 | 805 | 192^ | 340 | 348 | 352 | 417 | 486 | 139^ | 240 | 241 | 215 | 209 | 77^ | 47v | 131^ | 118^ |
| | 10.00 - 10.30 | | | | | | | A | 16.8 | 30 | 1426 | 1464 | 753 | 221 | 808 | 222 | 360 | 337 | 311 | 410 | 469 | 125^ | 227 | 241 | 224 | 210 | 116^ | 87^ | 71^ | 71^ |
| | 10.30 - 11.00 | | | | | | | A | 17.7 | 32 | 1503 | 1470 | 759 | 266 | 813 | 247 | 388 | 351 | 309 | 378 | 472 | 104^ | 240 | 260 | 267 | 194 | 115^ | 93^ | 70^ | 70^ |
| LUCIE ARNAZ SHOW | | | | | 3 | 200 | | A | 7.5 | 14 | 637 | 1584 | 711 | 255^ | 791 | 143^ | 388^ | 374^ | 323^ | 387^ | 373^ | 84v | 147^ | 133^ | 167^ | 179^ | 154^ | 43v | 266^ | 140^ |
| 1 TUE. | 8.00P | 30 | CBS | CS | | 96 | | B | 10.2 | 17 | 866 | 1494 | 757 | 248 | 838 | 205 | 369 | 360 | 328 | 418 | 426 | 104 | 194 | 215 | 192 | 195 | 95 | 26 | 135 | 94 |
| MACGRUDER AND LOUD | | | | | 3 | 206 | | A | 14.3 | 25 | 1214 | 1819 | 811 | 388 | 920 | 411 | 651 | 533 | 409 | 251 | 559 | 229 | 415 | 386 | 273 | 106^ | 199^ | 126^ | 141^ | 114^ |
| 1 TUE. | 10.00P | 60 | ABC | OP | | 99 | | B | 15.0 | 25 | 1274 | 1810 | 738 | 274 | 849 | 367 | 570 | 458 | 360 | 236 | 652 | 304 | 465 | 389 | 270 | 149 | 176 | 122 | 133 | 99 |
| | 10.00 - 10.30 | | | | | | | A | 13.9 | 24 | 1180 | 1795 | 772 | 360 | 868 | 386 | 603 | 512 | 384 | 245 | 559 | 241 | 415 | 373 | 265 | 112^ | 220 | 148^ | 148^ | 122^ |
| | 10.30 - 11.00 | | | | | | | A | 14.7 | 26 | 1248 | 1836 | 847 | 414 | 968 | 433 | 694 | 551 | 434 | 255 | 560 | 221 | 419 | 394 | 279 | 101^ | 174^ | 105^ | 134^ | 106^ |
| MAGIC-DAVID COPPERFIELD(S) | | | | | | | 201 | A | 9.8 | 16 | 832 | 1618 | 738 | 273^ | 758 | 287^ | 450 | 381 | 349 | 254^ | 736 | 283^ | 504 | 444 | 343 | 152^ | 102^ | LT | 22v | LT |
| 2 WED. | 10.00P | 60 | CBS | GV | | | 98 | | | | | | | | | | | | | | | | | | | | | | | |
| | 10.00 - 10.30 | | | | | | | A | 9.6 | 16 | 815 | 1616 | 719 | 297^ | 737 | 287^ | 432 | 366 | 323 | 248^ | 735 | 294^ | 510 | 441 | 318 | 160^ | 114^ | LT | 30v | LT |
| | 10.30 - 11.00 | | | | | | | A | 9.9 | 17 | 841 | 1623 | 758 | 249^ | 778 | 288^ | 468 | 393 | 373 | 263^ | 742 | 276^ | 507 | 445 | 365 | 146^ | 89^ | LT | 14v | LT |
| MAGNUM, P.I. | | | | | 29 | 205 | 207 | A | 11.6 | 20 | 985 | 1722 | 712 | 303 | 799 | 255 | 422 | 374 | 299 | 344 | 516 | 120^ | 306 | 315 | 281 | 189 | 104^ | 35^ | 303 | 230 |
| THU. | 8.00P | 60 | CBS | PD | | 99 | 99 | B | 18.7 | 29 | 1588 | 1731 | 729 | 276 | 805 | 230 | 413 | 387 | 365 | 347 | 628 | 187 | 356 | 344 | 308 | 232 | 120 | 44 | 178 | 119 |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE¤ | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MAGNUM, P.I.-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 10.1 | 18 | 857 | 1708 | 685 | 276 | 766 | 216 | 377 | 345 | 294 | 351 | 513 | 127^ | 304 | 313 | 273 | 186 | 100^ | 30v | 329 | 225 |
| 8.30 - 9.00 | | | | A | 13.1 | 22 | 1112 | 1724 | 729 | 323 | 819 | 283 | 456 | 395 | 302 | 336 | 517 | 119 | 308 | 313 | 281 | 192 | 106^ | 38^ | 282 | 234 |
| ME AND MOM | 4 | | 204 | A | 7.1 | 12 | 603 | 1547 | 635 | 199^ | 774 | 228^ | 418 | 389^ | 406^ | 283^ | 469 | 105v | 281^ | 305^ | 300^ | 130^ | 192^ | 70v | 112^ | 112^ |
| 2 FRI. 10.00P 60 ABC PD | | | 99 | B | 9.4 | 16 | 798 | 1526 | 729 | 272 | 801 | 226 | 426 | 426 | 413 | 291 | 418 | 136 | 246 | 245 | 205 | 134 | 159 | 89 | 148 | 128 |
| 10.00 - 10.30 | | | | A | 7.4 | 12 | 628 | 1570 | 644 | 209^ | 793 | 255^ | 460 | 408 | 410 | 267^ | 476 | 104^ | 286^ | 308^ | 309^ | 138^ | 182^ | 66v | 119^ | 119^ |
| 10.30 - 11.00 | | | | A | 6.8 | 12 | 577 | 1511 | 621 | 186^ | 746 | 199^ | 369^ | 363^ | 398^ | 297^ | 455 | 106v | 273^ | 301^ | 288^ | 118^ | 202^ | 73v | 108v | 108v |
| MIAMI VICE | 28 | 199 | 195 | A | 15.7 | 27 | 1333 | 1796 | 665 | 330 | 765 | 392 | 584 | 458 | 287 | 163 | 668 | 307 | 501 | 467 | 298 | 136 | 225 | 90^ | 138 | 100 |
| FRI. 10.00P 60 NBC OP | | 99 | 99 | B | 14.5 | 24 | 1231 | 1776 | 673 | 308 | 756 | 341 | 561 | 473 | 348 | 154 | 690 | 298 | 509 | 466 | 325 | 145 | 172 | 72 | 158 | 122 |
| 10.00 - 10.30 | | | | A | 15.4 | 26 | 1307 | 1804 | 675 | 328 | 774 | 399 | 590 | 467 | 281 | 166 | 660 | 309 | 489 | 453 | 288 | 135 | 233 | 96 | 137 | 90^ |
| 10.30 - 11.00 | | | | A | 16.1 | 28 | 1367 | 1772 | 653 | 331 | 753 | 383 | 576 | 449 | 292 | 159 | 669 | 303 | 509 | 475 | 303 | 137 | 211 | 82^ | 139 | 109 |
| MIKE HAMMER | 2 | 206 | 207 | A | 10.3 | 19 | 874 | 1460 | 560 | 220 | 616 | 119^ | 274 | 315 | 322 | 291 | 574 | 129^ | 276 | 283 | 302 | 245 | 133^ | 11v | 137^ | 96^ |
| SAT. 10.00P 60 CBS PD | | 99 | 99 | B | 10.3 | 19 | 874 | 1460 | 560 | 220 | 616 | 119 | 274 | 315 | 322 | 291 | 574 | 129 | 276 | 283 | 302 | 245 | 133 | 11 | 137 | 96 |
| 10.00 - 10.30 | | | | A | 10.0 | 18 | 849 | 1525 | 586 | 226 | 635 | 135^ | 305 | 340 | 329 | 279 | 602 | 157 | 311 | 311 | 307 | 233 | 128^ | LT | 160 | 118^ |
| 10.30 - 11.00 | | | | A | 10.7 | 20 | 908 | 1368 | 527 | 208 | 585 | 104^ | 240 | 285 | 306 | 295 | 535 | 100^ | 238 | 249 | 291 | 254 | 135^ | 20v | 113^ | 69^ |
| MISS HOLLYWOOD PAGEANT(S) | | 204 | | A | 15.4 | 25 | 1307 | 1562 | 784 | 229 | 853 | 222 | 390 | 384 | 332 | 411 | 450 | 144^ | 252 | 222 | 179^ | 186^ | 197 | 132^ | 62^ | 43v |
| 1 WED. 9.00P 120 ABC AC | | 98 | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 13.6 | 21 | 1155 | 1613 | 745 | 241 | 830 | 200^ | 363 | 355 | 337 | 422 | 470 | 145^ | 263 | 245 | 205^ | 183^ | 222 | 125^ | 91^ | 67^ |
| 9.30 - 10.00 | | | | A | 15.2 | 24 | 1290 | 1473 | 711 | 225 | 807 | 222 | 355 | 333 | 291 | 406 | 446 | 165^ | 249 | 220 | 160^ | 185^ | 185^ | 111^ | 35v | 13v |
| 10.00 - 10.30 | | | | A | 16.2 | 26 | 1375 | 1596 | 816 | 215 | 865 | 229 | 430 | 426 | 344 | 389 | 443 | 137^ | 247 | 204 | 176^ | 196 | 213 | 163^ | 75^ | 60^ |
| 10.30 - 11.00 | | | | A | 16.5 | 28 | 1401 | 1570 | 845 | 235 | 897 | 231 | 407 | 411 | 358 | 426 | 448 | 132^ | 252 | 220 | 179 | 185 | 177 | 126^ | 48^ | 34v |
| MISSING: YOU SEEN-PERSON(S) | | 193 | | A | 16.5 | 27 | 1401 | 1668 | 857 | 258 | 942 | 419 | 635 | 520 | 367 | 265 | 440 | 255 | 322 | 252 | 135^ | 101^ | 176^ | 129^ | 110^ | 88^ |
| 1 MON. 10.00P 60 NBC DN | | 98 | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 16.3 | 26 | 1384 | 1686 | 867 | 262 | 953 | 437 | 646 | 533 | 371 | 265 | 446 | 272 | 328 | 258 | 121^ | 102^ | 175^ | 125^ | 112^ | 96^ |
| 10.30 - 11.00 | | | | A | 16.6 | 28 | 1409 | 1654 | 851 | 253 | 936 | 403 | 628 | 509 | 364 | 268 | 437 | 238 | 314 | 248 | 149^ | 103^ | 176 | 133^ | 105^ | 81^ |
| MURDER, SHE WROTE | 26 | 207 | 204 | A | 16.7 | 29 | 1418 | 1536 | 725 | 273 | 807 | 149 | 286 | 321 | 361 | 458 | 513 | 115 | 221 | 237 | 271 | 247 | 95 | 37^ | 121 | 70^ |
| SUN. 8.00P 60 CBS SM | | 99 | 99 | B | 19.7 | 29 | 1673 | 1652 | 780 | 314 | 859 | 190 | 392 | 393 | 426 | 410 | 571 | 130 | 276 | 284 | 306 | 251 | 100 | 45 | 122 | 80 |
| 8.00 - 8.30 | | | | A | 16.3 | 29 | 1384 | 1531 | 713 | 270 | 793 | 138 | 271 | 312 | 361 | 455 | 519 | 114 | 220 | 239 | 277 | 250 | 99 | 39^ | 120 | 68^ |
| 8.30 - 9.00 | | | | A | 17.1 | 29 | 1452 | 1537 | 733 | 275 | 818 | 160 | 301 | 325 | 361 | 462 | 504 | 115 | 220 | 232 | 262 | 246 | 94 | 36^ | 121 | 72^ |
| NBC MONDAY NIGHT MOVIES | 26 | 195 | | A | 14.9 | 24 | 1265 | 1826 | 842 | 338 | 955 | 420 | 632 | 520 | 360 | 305 | 420 | 190^ | 293 | 230 | 155^ | 113^ | 201 | 152^ | 250 | 182^ |
| 1 MON. 8.00P 120 NBC FF | | 99 | | B | 18.5 | 28 | 1571 | 1756 | 800 | 310 | 875 | 297 | 529 | 485 | 430 | 281 | 597 | 214 | 374 | 347 | 298 | 178 | 155 | 81 | 129 | 89 |
| 8.00 - 8.30 | | | | A | 13.0 | 23 | 1104 | 1818 | 874 | 288 | 985 | 447 | 653 | 540 | 331 | 323 | 360 | 141^ | 214^ | 165^ | 115^ | 139^ | 194^ | 157^ | 279 | 196^ |
| 8.30 - 9.00 | | | | A | 14.8 | 24 | 1257 | 1731 | 833 | 330 | 923 | 391 | 603 | 500 | 347 | 308 | 365 | 138^ | 235 | 192^ | 146^ | 119^ | 194^ | 156^ | 249 | 185^ |
| 9.00 - 9.30 | | | | A | 15.6 | 25 | 1324 | 1908 | 830 | 362 | 956 | 414 | 633 | 519 | 378 | 298 | 468 | 227 | 353 | 273 | 182^ | 94^ | 210 | 159^ | 274 | 192 |
| 9.30 - 10.00 | | | | A | 16.0 | 24 | 1358 | 1861 | 848 | 368 | 974 | 436 | 646 | 528 | 385 | 302 | 476 | 243 | 353 | 281 | 172^ | 104^ | 205 | 138^ | 206 | 160^ |
| NBC NEWS DIGEST-M-F | 148 | 152 | 149 | A | 11.4 | 19 | 968 | 1884 | 799 | 315 | 908 | 350 | 550 | 481 | 371 | 307 | 486 | 160 | 303 | 275 | 239 | 164 | 178 | 110 | 312 | 199 |
| 1 MON. 9.09P 1 NBC N | | 78 | 76 | B | 13.9 | 21 | 1180 | 1921 | 748 | 300 | 822 | 290 | 488 | 448 | 375 | 276 | 592 | 213 | 363 | 340 | 275 | 192 | 206 | 106 | 301 | 205 |
| 1 TU-F 8.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 M-F 8.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC NEWS DIGEST-2-M-F | 68 | 167 | 159 | A | 10.2 | 16 | 866 | 1813 | 721 | 258 | 840 | 329 | 506 | 461 | 350 | 279 | 564 | 205 | 379 | 352 | 288 | 156 | 183 | 107 | 226 | 168 |
| 1 TU&TH 9.58P 1 NBC N | | 84 | 82 | B | 13.1 | 20 | 1112 | 1752 | 746 | 308 | 825 | 305 | 515 | 475 | 384 | 252 | 592 | 219 | 384 | 357 | 292 | 172 | 183 | 88 | 152 | 110 |
| 2 MON. 9.54P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 W & F 9.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC NEWS DIGEST-SAT | 30 | 152 | 152 | A | 7.4 | 14 | 628 | 1920 | 583 | 142^ | 618 | 175^ | 330 | 324 | 220 | 242 | 359 | 127^ | 192^ | 140^ | 142^ | 150^ | 187^ | 135^ | 756 | 439 |
| SAT. 8.58P 1 NBC N | | 79 | 77 | B | 11.2 | 19 | 951 | 1959 | 692 | 266 | 780 | 281 | 457 | 407 | 311 | 284 | 431 | 151 | 247 | 235 | 200 | 151 | 292 | 196 | 456 | 323 |



KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC NEWS DIGEST-2-SAT. | 15 | 164 | | A | 8.0 | 14 | 679 | 1853 | 812 | 378 | 830 | 318^ | 533 | 452 | 406 | 212^ | 413 | 193^ | 226^ | 283^ | 209^ | 100^ | 286^ | 164^ | 324^ | 224^ |
| 1 SAT. 9.58P 1 NBC N | | 87 | | B | 9.5 | 16 | 807 | 1851 | 715 | 283 | 779 | 292 | 503 | 453 | 369 | 226 | 485 | 163 | 300 | 302 | 266 | 139 | 273 | 156 | 314 | 249 |
| NBC NEWS DIGEST-SUN | 29 | 153 | 151 | A | 10.4 | 17 | 883 | 2003 | 695 | 327 | 789 | 334 | 526 | 392 | 294 | 243 | 615 | 228 | 409 | 327 | 265 | 184 | 195 | 23v | 404 | 288 |
| SUN. 8.58P 1 NBC N | | 80 | 78 | B | 13.6 | 20 | 1155 | 1993 | 732 | 276 | 799 | 291 | 484 | 438 | 369 | 259 | 634 | 231 | 401 | 366 | 301 | 198 | 196 | 108 | 364 | 247 |
| NBC NEWS DIGEST-2-SUN. | 14 | | 171 | A | 15.3 | 24 | 1299 | 2272 | 736 | 394 | 854 | 359 | 641 | 509 | 396 | 170^ | 1061 | 536 | 870 | 671 | 488 | 168^ | 142^ | 23v | 215 | 168^ |
| 2 SUN. 9.58P 1 NBC N | | | 85 | B | 14.9 | 22 | 1265 | 1762 | 716 | 307 | 786 | 273 | 490 | 442 | 384 | 249 | 661 | 248 | 440 | 410 | 344 | 175 | 152 | 57 | 163 | 114 |
| NBC NIGHTLY NEWS-SAT. | 26 | 168 | | A | 6.7 | 17 | 569 | 1462 | 691 | 178^ | 707 | 201^ | 306^ | 304^ | 229^ | 388^ | 584 | 131^ | 141^ | 136^ | 124^ | 388^ | 46v | LT | 125^ | LT |
| 1 SAT. 6.30P 30 NBC N | | 92 | | B | 8.4 | 17 | 713 | 1473 | 691 | 187 | 725 | 128 | 268 | 283 | 319 | 408 | 614 | 135 | 258 | 260 | 277 | 317 | 49 | 15 | 85 | 54 |
| NBC NIGHTLY NEWS-SUN | 20 | 169 | 165 | A | 6.9 | 16 | 586 | 1618 | 599 | 149^ | 631 | 147^ | 243 | 261 | 251 | 341 | 757 | 288 | 388 | 422 | 285 | 335 | 93^ | 41v | 137^ | 69^ |
| SUN. 6.30P 30 NBC N | | 90 | 90 | B | 7.8 | 14 | 662 | 1544 | 649 | 237 | 700 | 158 | 286 | 298 | 315 | 355 | 630 | 173 | 293 | 312 | 288 | 278 | 76 | 45 | 138 | 84 |
| NBC NIGHTLY NEWS | 148 | 203 | 203 | A | 9.5 | 20 | 807 | 1527 | 675 | 221 | 742 | 160 | 276 | 278 | 304 | 417 | 577 | 151 | 278 | 289 | 280 | 244 | 89 | 42^ | 119 | 79 |
| M-F 6.30P 30 NBC N | | 99 | 99 | B | 11.2 | 20 | 951 | 1590 | 729 | 248 | 789 | 168 | 321 | 331 | 371 | 401 | 612 | 140 | 267 | 293 | 297 | 289 | 64 | 34 | 125 | 77 |
| NBC SUNDAY NIGHT MOVIE | 26 | 203 | 203 | A | 18.8 | 30 | 1596 | 1986 | 718 | 358 | 801 | 324 | 546 | 491 | 383 | 187 | 869 | 409 | 651 | 534 | 387 | 184 | 175 | 46^ | 141 | 117 |
| SUN. 9.00P 120 NBC FF | | 99 | 99 | B | 16.5 | 25 | 1401 | 1779 | 736 | 318 | 816 | 288 | 514 | 475 | 409 | 238 | 656 | 247 | 427 | 404 | 333 | 176 | 156 | 70 | 151 | 110 |
| 9.00 - 9.30 | | | | A | 17.1 | 27 | 1452 | 2107 | 776 | 384 | 862 | 354 | 596 | 541 | 419 | 194 | 843 | 394 | 621 | 521 | 377 | 190 | 207 | 34^ | 195 | 153 |
| 9.30 - 10.00 | | | | A | 19.1 | 30 | 1622 | 2061 | 748 | 381 | 835 | 340 | 585 | 519 | 404 | 186 | 882 | 411 | 662 | 556 | 401 | 177 | 175 | 48^ | 169 | 136 |
| 10.00 - 10.30 | | | | A | 20.1 | 32 | 1706 | 1937 | 693 | 346 | 775 | 318 | 527 | 469 | 362 | 182 | 889 | 423 | 676 | 546 | 397 | 184 | 155 | 45^ | 118 | 104 |
| 10.30 - 11.00 | | | | A | 19.0 | 32 | 1613 | 1828 | 656 | 323 | 729 | 287 | 477 | 426 | 343 | 188 | 857 | 406 | 640 | 506 | 371 | 188 | 160 | 54^ | 82 | 74^ |
| NEWHART | 23 | 203 | 207 | A | 18.3 | 28 | 1554 | 1537 | 724 | 282 | 815 | 285 | 477 | 445 | 312 | 307 | 459 | 155 | 273 | 263 | 200 | 166 | 125 | 60^ | 138 | 93 |
| MON. 9.30P 30 CBS CS | | 99 | 99 | B | 18.6 | 28 | 1579 | 1581 | 771 | 315 | 857 | 292 | 501 | 463 | 369 | 310 | 495 | 183 | 305 | 283 | 215 | 165 | 124 | 67 | 105 | 75 |
| NEWSBREAK-M-F | 151 | 174 | 177 | A | 11.6 | 18 | 985 | 1495 | 737 | 254 | 828 | 235 | 406 | 367 | 345 | 377 | 485 | 129 | 237 | 232 | 218 | 223 | 93 | 44^ | 89 | 58^ |
| 1 MTHF 9.58P 1 CBS N | | 84 | 84 | B | 14.8 | 23 | 1257 | 1594 | 776 | 297 | 861 | 257 | 458 | 431 | 397 | 349 | 522 | 158 | 289 | 273 | 254 | 198 | 105 | 53 | 106 | 73 |
| 1 TUE. 9.52P 2 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 WED. 9.55P 2 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MWTHF 9.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TUE. 10.02P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NEWSBREAK-SAT. | 31 | 187 | 187 | A | 9.4 | 17 | 798 | 1786 | 673 | 228 | 750 | 222 | 404 | 384 | 318 | 294 | 656 | 208 | 422 | 408 | 301 | 214 | 152^ | 45^ | 228 | 148^ |
| SAT. 9.58P 1 CBS N | | 89 | 89 | B | 11.6 | 20 | 985 | 1797 | 670 | 270 | 739 | 218 | 431 | 415 | 370 | 261 | 720 | 224 | 438 | 428 | 383 | 233 | 137 | 56 | 201 | 149 |
| NEWSBREAK-SUN. | 30 | 185 | 184 | A | 14.1 | 22 | 1197 | 1404 | 695 | 264 | 833 | 173 | 353 | 347 | 383 | 435 | 386 | 95^ | 175 | 170 | 204 | 195 | 69^ | 34^ | 116 | 89^ |
| 1 SUN. 9.58P 1 CBS N | | 89 | 89 | B | 16.0 | 24 | 1358 | 1571 | 760 | 284 | 841 | 204 | 398 | 398 | 404 | 385 | 564 | 150 | 296 | 297 | 286 | 227 | 86 | 46 | 80 | 59 |
| 2 SUN. 9.57P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 99 WAYS-ATTRACT-RIGHT MAN(S) | | | 208 | A | 12.5 | 21 | 1061 | 1632 | 758 | 334 | 865 | 457 | 670 | 439 | 348 | 187^ | 591 | 294 | 403 | 376 | 217^ | 146^ | 118^ | 67^ | 58v | 52v |
| 2 TUE. 10.00P 60 ABC U | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 12.6 | 20 | 1070 | 1628 | 787 | 304 | 881 | 461 | 690 | 462 | 360 | 191^ | 581 | 311 | 413 | 371 | 198^ | 129^ | 108^ | 64^ | 58v | 47v |
| 10.30 - 11.00 | | | | A | 12.4 | 21 | 1053 | 1623 | 728 | 365 | 847 | 451 | 647 | 416 | 335 | 185^ | 598 | 273 | 390 | 381 | 237^ | 163^ | 122^ | 69^ | 56v | 56v |
| NIGHT COURT | 28 | 203 | 201 | A | 16.8 | 27 | 1426 | 1799 | 763 | 340 | 887 | 383 | 610 | 530 | 387 | 236 | 565 | 270 | 398 | 340 | 225 | 147 | 171 | 83^ | 176 | 118 |
| THU. 9.30P 30 NBC CS | | 99 | 98 | B | 17.5 | 27 | 1486 | 1751 | 756 | 353 | 850 | 368 | 566 | 497 | 352 | 230 | 592 | 277 | 427 | 386 | 254 | 131 | 166 | 86 | 143 | 103 |
| PUNKY BREWSTER | 27 | 189 | 186 | A | 7.9 | 15 | 671 | 2069 | 654 | 250 | 685 | 263 | 439 | 331 | 283 | 236 | 447 | 190 | 292 | 201 | 184^ | 145^ | 286 | 143^ | 651 | 459 |
| SUN. 7.30P 30 NBC CS | | 96 | 94 | B | 11.0 | 17 | 934 | 2147 | 655 | 261 | 741 | 288 | 479 | 415 | 307 | 230 | 485 | 191 | 314 | 300 | 219 | 131 | 277 | 166 | 644 | 431 |
| REMINGTON STEELE | 24 | 200 | 198 | A | 16.1 | 27 | 1367 | 1613 | 741 | 317 | 828 | 320 | 521 | 501 | 360 | 247 | 579 | 224 | 364 | 328 | 266 | 168 | 123 | 71^ | 83^ | 53^ |
| TUE. 10.00P 60 NBC PD | | 99 | 98 | B | 16.8 | 28 | 1426 | 1594 | 720 | 300 | 789 | 276 | 497 | 467 | 389 | 237 | 616 | 235 | 420 | 378 | 305 | 162 | 111 | 45 | 78 | 54 |
| 10.00 - 10.30 | | | | A | 15.8 | 26 | 1341 | 1629 | 747 | 325 | 832 | 314 | 520 | 503 | 369 | 249 | 593 | 235 | 378 | 344 | 272 | 163 | 115 | 64^ | 89^ | 58^ |
| 10.30 - 11.00 | | | | A | 16.3 | 28 | 1384 | 1600 | 737 | 311 | 825 | 323 | 525 | 501 | 352 | 246 | 568 | 216 | 355 | 314 | 262 | 171 | 129 | 79^ | 78^ | 48^ |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE¤ | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18–34 | WOMEN 18–49 | WOMEN 25–54 | WOMEN 35–64 | WOMEN 55+ | MEN TOTAL | MEN 18–34 | MEN 18–49 | MEN 25–54 | MEN 35–64 | MEN 55+ | TEENS (12–17) TOTAL | TEENS FEM. | CHILDREN (2–11) TOTAL | CHILDREN 6–11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| RIPLEY'S BELIEVE IT-NOT | 29 | 195 | 196 | A | 8.0 | 16 | 679 | 1898 | 580 | 289 | 772 | 305 | 567 | 450 | 355 | 205 | 723 | 248 | 518 | 467 | 382 | 184^ | 134^ | 33v | 269 | 178^ |
| SUN. 7.00P 60 ABC U | | 95 | 96 | B | 11.2 | 18 | 951 | 2096 | 724 | 292 | 807 | 325 | 531 | 463 | 361 | 222 | 781 | 316 | 534 | 476 | 356 | 201 | 179 | 61 | 329 | 222 |
| 7.00 - 7.30 | | | | A | 7.4 | 16 | 628 | 1919 | 578 | 297 | 804 | 307 | 583 | 460 | 376 | 221 | 724 | 244 | 511 | 466 | 380 | 194^ | 98^ | 18v | 293 | 188^ |
| 7.30 - 8.00 | | | | A | 8.6 | 17 | 730 | 1870 | 579 | 283 | 742 | 304 | 551 | 436 | 333 | 191 | 718 | 250 | 518 | 464 | 378 | 176 | 164^ | 44v | 246 | 170^ |
| RIPTIDE | 24 | 195 | 198 | A | 16.4 | 26 | 1392 | 1753 | 693 | 320 | 795 | 312 | 483 | 405 | 329 | 282 | 594 | 202 | 352 | 361 | 291 | 191 | 152 | 71^ | 212 | 140 |
| TUE. 9.00P 60 NBC PD | | 98 | 98 | B | 18.9 | 29 | 1605 | 1761 | 695 | 301 | 768 | 277 | 478 | 442 | 357 | 239 | 652 | 240 | 426 | 392 | 315 | 189 | 178 | 67 | 163 | 116 |
| 9.00 - 9.30 | | | | A | 15.7 | 25 | 1333 | 1784 | 697 | 320 | 798 | 304 | 471 | 396 | 333 | 296 | 603 | 196 | 358 | 369 | 302 | 195 | 150 | 68^ | 233 | 169 |
| 9.30 - 10.00 | | | | A | 17.1 | 27 | 1452 | 1720 | 690 | 316 | 793 | 320 | 493 | 413 | 323 | 272 | 580 | 205 | 344 | 351 | 279 | 187 | 153 | 73^ | 194 | 115 |
| ST. ELSEWHERE | 28 | 208 | 203 | A | 12.7 | 21 | 1078 | 1554 | 741 | 310 | 892 | 353 | 595 | 506 | 387 | 249 | 491 | 215 | 339 | 292 | 225 | 127 | 75^ | 58^ | 96^ | 54^ |
| WED. 10.00P 60 NBC GD | | 99 | 98 | B | 13.5 | 23 | 1146 | 1588 | 780 | 351 | 852 | 359 | 583 | 536 | 382 | 219 | 561 | 262 | 424 | 371 | 247 | 113 | 112 | 50 | 63 | 38 |
| 10.00 - 10.30 | | | | A | 12.8 | 21 | 1087 | 1560 | 740 | 314 | 888 | 350 | 584 | 501 | 385 | 254 | 488 | 215 | 338 | 299 | 223 | 125 | 83^ | 64^ | 101^ | 56^ |
| 10.30 - 11.00 | | | | A | 12.6 | 22 | 1070 | 1540 | 741 | 304 | 895 | 355 | 606 | 510 | 386 | 245 | 492 | 214 | 339 | 284 | 225 | 131 | 63^ | 51^ | 90^ | 50^ |
| SARA | 12 | 199 | 193 | A | 14.9 | 23 | 1265 | 1717 | 750 | 276 | 873 | 328 | 572 | 493 | 357 | 270 | 455 | 149 | 300 | 290 | 256 | 124 | 177 | 122 | 212 | 149 |
| WED. 9.30P 30 NBC CS | | 99 | 97 | B | 14.6 | 22 | 1240 | 1702 | 723 | 299 | 800 | 308 | 512 | 451 | 341 | 242 | 511 | 205 | 348 | 299 | 236 | 135 | 218 | 111 | 173 | 129 |
| SCARECROW & MRS. KING | 25 | 203 | 207 | A | 15.0 | 25 | 1274 | 1577 | 751 | 275 | 814 | 194 | 417 | 421 | 374 | 363 | 478 | 115 | 268 | 269 | 240 | 190 | 103 | 60^ | 182 | 111 |
| MON. 8.00P 60 CBS GD | | 99 | 99 | B | 17.1 | 26 | 1452 | 1631 | 745 | 304 | 825 | 234 | 432 | 417 | 374 | 351 | 486 | 129 | 263 | 258 | 245 | 194 | 123 | 71 | 197 | 133 |
| 8.00 - 8.30 | | | | A | 14.1 | 25 | 1197 | 1594 | 740 | 277 | 799 | 185 | 397 | 410 | 372 | 365 | 476 | 111 | 260 | 264 | 241 | 193 | 104^ | 56^ | 215 | 127 |
| 8.30 - 9.00 | | | | A | 16.0 | 26 | 1358 | 1547 | 753 | 270 | 820 | 196 | 428 | 430 | 378 | 358 | 470 | 115 | 269 | 272 | 238 | 182 | 104 | 64^ | 153 | 97 |
| SILVER SPOONS | 26 | 187 | 184 | A | 6.9 | 15 | 586 | 1954 | 688 | 298 | 702 | 249 | 454 | 359 | 324 | 235 | 362 | 174^ | 227 | 181^ | 104^ | 120^ | 295 | 174^ | 595 | 408 |
| SUN. 7.00P 30 NBC CS | | 95 | 92 | B | 10.0 | 16 | 849 | 2009 | 637 | 275 | 721 | 267 | 454 | 393 | 314 | 231 | 488 | 193 | 309 | 297 | 219 | 133 | 250 | 149 | 550 | 373 |
| SIMON & SIMON | 27 | 207 | 208 | A | 16.7 | 27 | 1418 | 1525 | 735 | 289 | 814 | 251 | 439 | 402 | 319 | 336 | 483 | 111 | 274 | 273 | 252 | 192 | 82^ | 36^ | 146 | 89 |
| THU. 9.00P 60 CBS PD | | 99 | 99 | B | 21.5 | 33 | 1825 | 1655 | 762 | 283 | 844 | 255 | 462 | 427 | 392 | 332 | 579 | 172 | 326 | 314 | 288 | 212 | 115 | 45 | 117 | 77 |
| 9.00 - 9.30 | | | | A | 15.8 | 26 | 1341 | 1559 | 741 | 296 | 825 | 263 | 452 | 420 | 320 | 333 | 488 | 112 | 287 | 289 | 260 | 184 | 80^ | 35^ | 166 | 102 |
| 9.30 - 10.00 | | | | A | 17.6 | 29 | 1494 | 1487 | 727 | 280 | 802 | 241 | 428 | 387 | 317 | 336 | 476 | 110 | 264 | 258 | 242 | 197 | 82^ | 36^ | 127 | 78^ |
| 60 MINUTES | 32 | 209 | 206 | A | 16.8 | 34 | 1426 | 1568 | 705 | 251 | 769 | 159 | 280 | 312 | 348 | 422 | 657 | 144 | 285 | 318 | 353 | 303 | 75^ | 33^ | 67^ | 28^ |
| SUN. 7.00P 60 CBS DN | | 99 | 99 | B | 21.8 | 35 | 1851 | 1620 | 738 | 289 | 790 | 168 | 333 | 348 | 386 | 400 | 692 | 182 | 347 | 349 | 345 | 291 | 67 | 30 | 71 | 40 |
| 7.00 - 7.30 | | | | A | 15.7 | 33 | 1333 | 1582 | 706 | 246 | 764 | 163 | 283 | 313 | 340 | 417 | 679 | 152 | 299 | 332 | 367 | 310 | 73^ | 35^ | 66^ | 28^ |
| 7.30 - 8.00 | | | | A | 18.0 | 35 | 1528 | 1541 | 699 | 252 | 764 | 151 | 270 | 306 | 351 | 424 | 634 | 136 | 273 | 303 | 341 | 295 | 76^ | 33^ | 67^ | 26^ |
| SMURFIC GAMES(S) | | | 194 | A | 8.6 | 17 | 730 | 2353 | 424 | 168^ | 538 | 221^ | 369 | 344 | 197^ | 136^ | 508 | 228^ | 390 | 228^ | 226^ | 118^ | 124^ | 88^ | 1183 | 745 |
| 2 SAT. 8.30P 30 NBC EA | | | 98 | | | | | | | | | | | | | | | | | | | | | | | |
| SPORTSBREAK-SAT | 32 | 200 | 202 | A | 9.1 | 18 | 773 | 1713 | 688 | 201 | 773 | 238 | 418 | 375 | 345 | 302 | 576 | 163^ | 345 | 324 | 302 | 183 | 99^ | 31v | 265 | 164^ |
| SAT. 8.58P 1 CBS SN | | 95 | 95 | B | 11.6 | 20 | 985 | 1986 | 682 | 258 | 747 | 246 | 455 | 425 | 360 | 246 | 693 | 256 | 453 | 417 | 342 | 202 | 165 | 66 | 381 | 252 |
| SPORTSBREAK-SUN | 32 | 202 | 199 | A | 15.2 | 25 | 1290 | 1572 | 729 | 271 | 816 | 159 | 298 | 321 | 356 | 470 | 511 | 131 | 233 | 239 | 253 | 244 | 104 | 40^ | 141 | 88^ |
| SUN. 8.58P 1 CBS SN | | 96 | 95 | B | 18.4 | 27 | 1562 | 1677 | 781 | 312 | 859 | 198 | 398 | 403 | 423 | 399 | 582 | 145 | 296 | 297 | 305 | 243 | 107 | 54 | 129 | 87 |
| STREET HAWK | 2 | 201 | 203 | A | 7.5 | 13 | 637 | 1920 | 621 | 183^ | 739 | 250 | 413 | 326 | 322 | 288 | 574 | 185^ | 332 | 261 | 253 | 209 | 204 | 33v | 403 | 270 |
| THU. 8.00P 60 ABC A | | 98 | 99 | B | 7.5 | 13 | 637 | 1920 | 621 | 183 | 739 | 250 | 413 | 326 | 322 | 288 | 574 | 185 | 332 | 261 | 253 | 209 | 204 | 33 | 403 | 270 |
| 8.00 - 8.30 | | | | A | 7.1 | 13 | 603 | 1859 | 600 | 174^ | 705 | 218 | 393 | 329 | 325 | 283 | 590 | 190^ | 335 | 277 | 249 | 218 | 193^ | 28v | 371 | 256 |
| 8.30 - 9.00 | | | | A | 8.0 | 14 | 679 | 1941 | 623 | 187 | 751 | 270 | 416 | 314 | 313 | 287 | 553 | 181^ | 326 | 240 | 250 | 200 | 212 | 39v | 425 | 279 |
| SURVIVAL ANGLIA:P. BEAR(S) | | 207 | | A | 12.0 | 23 | 1019 | 1553 | 766 | 302 | 859 | 148^ | 326 | 359 | 396 | 461 | 528 | 83^ | 201^ | 247 | 253 | 262 | 14v | 8v | 152^ | 54v |
| 1 FRI. 8.00P 60 CBS DO | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 11.3 | 22 | 959 | 1597 | 786 | 299 | 882 | 158^ | 337 | 365 | 395 | 472 | 535 | 91^ | 207^ | 252^ | 255^ | 264 | 18v | 18v | 162^ | 73^ |
| 8.30 - 9.00 | | | | A | 12.7 | 24 | 1078 | 1505 | 748 | 302 | 834 | 136^ | 312 | 350 | 393 | 453 | 519 | 72^ | 192^ | 242 | 251 | 259 | 11v | LT | 141^ | 34v |

| PROGRAM NAME / WK # DAY START TIME DUR NET | T/C THIS SEASON | PROG. TYPE | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HH AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | W 18-34 | W 18-49 | W 25-54 | W 35-64 | W 55+ | MEN TOTAL | M 18-34 | M 18-49 | M 25-54 | M 35-64 | M 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| T.J. HOOKER | 25 | | 207 | | A | 11.5 | 23 | 976 | 1413 | 659 | 254^ | 687 | 106^ | 257 | 314 | 373 | 363 | 502 | 98^ | 212^ | 259 | 265 | 229^ | 55v | 40v | 169^ | 91^ |
| 1 SAT. 8.00P 60 ABC | | OP | 99 | | B | 13.7 | 23 | 1163 | 1667 | 730 | 276 | 822 | 212 | 372 | 333 | 360 | 400 | 577 | 135 | 265 | 265 | 275 | 272 | 112 | 57 | 156 | 101 |
| 8.00 - 8.30 | | | | | A | 11.0 | 23 | 934 | 1399 | 634 | 248^ | 670 | 107^ | 253^ | 297 | 355 | 352 | 508 | 104^ | 218^ | 259^ | 259^ | 235^ | 69^ | 38v | 152^ | 79^ |
| 8.30 - 9.00 | | | | | A | 12.1 | 24 | 1027 | 1403 | 672 | 255 | 690 | 104^ | 257 | 324 | 383 | 366 | 490 | 94^ | 205^ | 255 | 266 | 219^ | 41v | 41v | 182^ | 102^ |
| TV BLOOPERS & PRAC. JOKES | 25 | | | 201 | A | 15.0 | 25 | 1274 | 2009 | 771 | 233 | 832 | 269 | 462 | 395 | 340 | 312 | 651 | 215 | 370 | 353 | 344 | 207 | 249 | 145^ | 277 | 204 |
| 2 MON. 8.00P 60 NBC | | CV | | 99 | B | 17.3 | 26 | 1469 | 1908 | 736 | 290 | 822 | 315 | 502 | 425 | 355 | 267 | 568 | 219 | 356 | 315 | 259 | 179 | 236 | 117 | 282 | 196 |
| 8.00 - 8.30 | | | | | A | 14.2 | 25 | 1206 | 2017 | 790 | 231 | 851 | 284 | 478 | 393 | 337 | 313 | 655 | 230 | 369 | 357 | 336 | 206^ | 231 | 142^ | 280 | 199^ |
| 8.30 - 9.00 | | | | | A | 15.8 | 26 | 1341 | 1995 | 750 | 232 | 812 | 255 | 445 | 395 | 342 | 311 | 642 | 199 | 367 | 347 | 349 | 207 | 266 | 148^ | 275 | 211 |
| THREE'S A CROWD | 25 | | 200 | 200 | A | 12.6 | 22 | 1070 | 1699 | 716 | 219 | 844 | 330 | 518 | 386 | 321 | 300 | 458 | 141 | 270 | 244 | 214 | 170 | 195 | 116^ | 202 | 129 |
| 1 TUE. 8.30P 30 ABC | | CS | 97 | 97 | B | 14.4 | 22 | 1223 | 1791 | 732 | 268 | 823 | 302 | 469 | 385 | 337 | 304 | 527 | 213 | 315 | 277 | 210 | 178 | 191 | 112 | 250 | 157 |
| 2 TUE. 8.00P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TRAPPER JOHN, M.D. | 24 | | 206 | | A | 15.7 | 26 | 1333 | 1378 | 753 | 273 | 791 | 174^ | 322 | 325 | 347 | 432 | 477 | 106^ | 230 | 230 | 274 | 215 | 79^ | 51^ | 31v | 27v |
| 1 SUN. 10.00P 60 CBS | | GD | 99 | | B | 16.7 | 28 | 1418 | 1483 | 737 | 287 | 829 | 216 | 403 | 380 | 387 | 383 | 526 | 158 | 289 | 276 | 267 | 203 | 72 | 41 | 56 | 32 |
| 10.00 - 10.30 | | | | | A | 15.4 | 25 | 1307 | 1377 | 736 | 265 | 775 | 162^ | 301 | 313 | 338 | 436 | 482 | 105^ | 234 | 234 | 281 | 219 | 82^ | 53^ | 38v | 30v |
| 10.30 - 11.00 | | | | | A | 15.9 | 27 | 1350 | 1380 | 771 | 281 | 808 | 185 | 339 | 337 | 357 | 431 | 474 | 108^ | 227 | 227 | 268 | 211 | 74^ | 49^ | 24v | 24v |
| TRIVIAL PURSUIT(S) | | | | 204 | A | 9.9 | 17 | 841 | 1856 | 591 | 256^ | 859 | 358 | 501 | 323 | 338 | 303 | 676 | 240^ | 444 | 397 | 373 | 177^ | 255^ | 38v | 66v | 24v |
| 2 THU. 9.00P 60 ABC | | U | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | | A | 9.4 | 16 | 798 | 1942 | 561 | 275^ | 907 | 427 | 573 | 305^ | 321 | 289^ | 692 | 237^ | 439 | 394 | 387 | 195^ | 272^ | 49v | 71v | 25v |
| 9.30 - 10.00 | | | | | A | 10.3 | 17 | 874 | 1785 | 625 | 238^ | 820 | 300 | 438 | 341 | 352 | 316 | 664 | 241^ | 450 | 403 | 364 | 159^ | 239^ | 27v | 62v | 23v |
| 20/20 | 28 | | 206 | 206 | A | 13.7 | 23 | 1163 | 1567 | 771 | 232 | 836 | 176 | 423 | 421 | 456 | 358 | 617 | 183 | 363 | 353 | 323 | 192 | 86^ | 19v | 28v | 17v |
| THU. 10.00P 60 ABC | | DN | 99 | 99 | B | 14.3 | 24 | 1214 | 1555 | 749 | 289 | 811 | 204 | 426 | 426 | 423 | 321 | 614 | 173 | 339 | 353 | 311 | 217 | 82 | 39 | 48 | 32 |
| 10.00 - 10.30 | | | | | A | 13.6 | 23 | 1155 | 1621 | 777 | 249 | 841 | 176 | 439 | 434 | 469 | 349 | 639 | 192 | 378 | 368 | 332 | 199 | 101^ | 22v | 40^ | 22v |
| 10.30 - 11.00 | | | | | A | 13.7 | 23 | 1163 | 1516 | 771 | 215 | 837 | 176 | 411 | 408 | 446 | 371 | 601 | 175 | 350 | 341 | 316 | 188 | 66^ | 14v | 12v | 10v |
| UNDER ONE ROOF | 7 | | 195 | 192 | A | 10.4 | 18 | 883 | 2029 | 687 | 300 | 757 | 258 | 457 | 424 | 357 | 241 | 470 | 195 | 335 | 315 | 247 | 105^ | 311 | 132^ | 491 | 310 |
| SAT. 9.30P 30 NBC | | CS | 99 | 99 | B | 11.5 | 20 | 976 | 1872 | 673 | 246 | 756 | 270 | 472 | 432 | 342 | 232 | 479 | 187 | 309 | 316 | 236 | 124 | 265 | 167 | 372 | 275 |
| WEBSTER | 8 | | 205 | 208 | A | 11.1 | 22 | 942 | 1659 | 712 | 239 | 849 | 282 | 408 | 376 | 283 | 387 | 425 | 136 | 237 | 267 | 201 | 141 | 87^ | 44^ | 298 | 165 |
| 1 FRI. 8.00P 30 ABC | | CS | 99 | 99 | B | 14.3 | 26 | 1214 | 1848 | 756 | 262 | 867 | 305 | 477 | 419 | 331 | 341 | 456 | 155 | 245 | 259 | 197 | 161 | 143 | 82 | 382 | 234 |
| 2 FRI. 8.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | | A | 10.5 | 21 | 891 | 1688 | 655 | 205 | 813 | 283 | 413 | 375 | 269 | 354 | 449 | 143 | 260 | 270 | 220 | 154 | 111^ | 53^ | 315 | 167 |
| 8.30 - 9.00 | | | | | A | 12.4 | 24 | 1053 | 1594 | 798 | 289 | 896 | 274 | 392 | 370 | 306 | 437 | 373 | 118^ | 195^ | 257 | 169^ | 116^ | 51v | 29v | 274 | 164^ |
| WHO'S THE BOSS? | 4 | | 204 | 201 | A | 15.2 | 24 | 1290 | 1743 | 725 | 258 | 831 | 338 | 535 | 411 | 340 | 268 | 570 | 229 | 359 | 345 | 261 | 143 | 194 | 119 | 148 | 97^ |
| TUE. 9.00P 30 ABC | | CS | 99 | 99 | B | 17.2 | 27 | 1460 | 1793 | 730 | 246 | 825 | 317 | 536 | 428 | 353 | 257 | 581 | 243 | 380 | 355 | 259 | 142 | 214 | 137 | 173 | 116 |
| WRLD FUNNIEST COM'L GOOFS(S) | | | | 205 | A | 13.3 | 24 | 1129 | 2268 | 883 | 384 | 1050 | 460 | 773 | 615 | 488 | 238 | 751 | 279 | 560 | 542 | 406 | 148^ | 198^ | 78^ | 269 | 174^ |
| 2 SUN. 8.00P 60 ABC | | U | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | | A | 12.5 | 24 | 1061 | 2305 | 864 | 345 | 1040 | 459 | 770 | 613 | 482 | 238 | 776 | 272 | 574 | 550 | 440 | 159^ | 194^ | 58v | 295 | 186^ |
| 8.30 - 9.00 | | | | | A | 14.0 | 25 | 1189 | 2237 | 906 | 417 | 1061 | 461 | 777 | 619 | 497 | 240 | 729 | 284 | 550 | 533 | 380 | 136^ | 199^ | 94^ | 248 | 163^ |
| •LATE FRINGE | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC NEWS:NIGHTLINE | 124 | | 194 | 194 | A | 5.4 | 15 | 458 | 1371 | 633 | 205 | 703 | 216 | 371 | 320 | 317 | 269 | 578 | 173 | 327 | 313 | 284 | 206 | 36^ | 13v | 54^ | 21v |
| 1 M & TH 11.30P 30 ABC | | N | 96 | 96 | B | 5.7 | 16 | 484 | 1315 | 611 | 216 | 675 | 170 | 346 | 321 | 355 | 269 | 563 | 163 | 308 | 303 | 282 | 214 | 38 | 19 | 39 | 24 |
| 1 TUWF 11.30P 31 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MON. 11.30P 34 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TUTHF 11.30P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 WED. 11.30P 31 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC NEWS:NIGHTLINE-MON(B) CONT'D | | | 194 | | A | 3.4 | 13 | 289 | 1052 | 481^ | 76v | 533^ | 176v | 263^ | 374^ | 284^ | 107v | 519^ | 201v | 308^ | 329^ | 252^ | 104v | LT | LT | LT | LT |



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE¤ | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| LATE FRINGE CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC NEWS:NIGHTLINE-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 MON. 12.00M 42 ABC N | | 97 | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.00 - 12.30 | | | | A | 3.5 | 12 | 297 | 1189 | 549^ | 74v | 620^ | 216^ | 303^ | 400^ | 303^ | 149v | 569^ | 222^ | 309^ | 327^ | 256^ | 141v | LT | LT | LT | LT |
| 12.30 - 1.00 | | | | A | 3.0 | 13 | 255 | 722^ | 318^ | 90v | 318^ | 67v | 157v | 318^ | 251^ | LT | 404^ | 145v | 321^ | 357^ | 259^ | LT | LT | LT | LT | LT |
| ABC ROCKS | 27 | 125 | 122 | A | 2.0 | 6 | 170 | 1176 | 430^ | 371^ | 453^ | 259^ | 388^ | 347^ | 135v | 65v | 189v | LT | 189v | 171v | 171v | LT | 529^ | 412^ | LT | LT |
| 1 FRI. 12.01A 31 ABC PC | | 70 | 68 | B | 2.1 | 7 | 178 | 1066 | 416 | 207 | 483 | 215 | 363 | 306 | 225 | 82 | 364 | 158 | 252 | 219 | 172 | 99 | 111 | 58 | 108 | 82 |
| 2 FRI. 12.00M 32 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC WEEKEND REPORT-SAT. | 29 | 163 | 164 | A | 4.7 | 12 | 399 | 1644 | 860 | 178^ | 860 | 288^ | 470 | 434 | 383 | 339 | 599 | 183^ | 365 | 365 | 274^ | 234^ | 15v | 15v | 170^ | 111^ |
| SAT. 11.30P 15 ABC N | | 86 | 86 | B | 4.2 | 11 | 357 | 1317 | 720 | 201 | 753 | 222 | 428 | 386 | 403 | 263 | 459 | 117 | 229 | 225 | 249 | 199 | 54 | 43 | 51 | 38 |
| ABC WEEKEND REPORT-SUN. | 30 | 167 | 167 | A | 4.3 | 19 | 365 | 1301 | 783 | 298^ | 849 | 222^ | 427 | 412 | 542 | 332^ | 383 | 88v | 192^ | 202^ | 235^ | 156^ | LT | LT | 58v | 58v |
| SUN. 11.30P 15 ABC N | | 90 | 90 | B | 3.9 | 13 | 331 | 1258 | 615 | 231 | 661 | 219 | 370 | 326 | 332 | 234 | 515 | 186 | 318 | 276 | 246 | 168 | 30 | LT | 52 | 28 |
| CBS NEWS NIGHTWATCH-1 | 144 | 57 | 57 | A | 1.1 | 12 | 93 | 914 | 301^ | 333^ | 516^ | 322^ | 409^ | 376^ | 140v | 54v | 398^ | 151v | 280^ | 226^ | 151v | 118v | LT | LT | LT | LT |
| M-THSU 2.00A 30 CBS N | | 55 | 55 | B | 1.1 | 12 | 93 | 893 | 400 | 189 | 464 | 156 | 280 | 263 | 234 | 134 | 420 | 177 | 263 | 235 | 197 | 135 | LT | LT | LT | LT |
| CBS NEWS NIGHTWATCH-2 | 50 | 78 | 74 | A | 1.1 | 14 | 93 | 1054 | 301^ | 344^ | 613^ | 408^ | 484^ | 420^ | 141v | 64v | 441^ | 194^ | 322^ | 258^ | 128v | 119v | LT | LT | LT | LT |
| M-THSU 2.30A 30 CBS N | | 70 | 68 | B | 1.1 | 15 | 93 | 768 | 274 | 183 | 405 | 200 | 279 | 251 | 165 | 87 | 363 | 143 | 223 | 196 | 176 | 133 | LT | LT | LT | LT |
| CBS NEWS NIGHTWATCH-3 | 50 | 99 | 98 | A | .9 | 18 | 76 | 632^ | 172v | 316^ | 395^ | 250^ | 303^ | 250^ | 119v | 92v | 237^ | 79v | 158v | 145v | 132v | 79v | LT | LT | LT | LT |
| 1 M-THSU 3.00A 180 CBS N | | 85 | 85 | B | 1.0 | 20 | 85 | 566 | 222 | 187 | 303 | 160 | 217 | 185 | 104 | 74 | 263 | 87 | 150 | 134 | 127 | 111 | LT | LT | LT | LT |
| 2 MWTHSU 3.00A 180 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TUE. 3.00A 150 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.00 - 3.30 | | | | A | 1.1 | 18 | 93 | 796 | 151v | 334^ | 441^ | 333^ | 387^ | 333^ | 76v | 54v | 355^ | 129v | 247^ | 182^ | 151v | 108v | LT | LT | LT | LT |
| 3.30 - 4.00 | | | | A | 1.0 | 19 | 85 | 788 | 189^ | 353^ | 447^ | 283^ | 376^ | 329^ | 141v | 71v | 341^ | 130v | 271^ | 224^ | 188^ | 70v | LT | LT | LT | LT |
| 4.00 - 4.30 | | | | A | .9 | 18 | 76 | 632^ | 119v | 277^ | 369^ | 250^ | 303^ | 237^ | 92v | 66v | 263^ | 105v | 197v | 197v | 158v | 66v | LT | LT | LT | LT |
| 4.30 - 5.00 | | | | A | .9 | 20 | 76 | 421^ | LT | 303^ | 303^ | 250^ | 250^ | 184v | LT | LT | 118v | LT | LT | LT | 79v | 79v | LT | LT | LT | LT |
| 5.00 - 5.30 | | | | A | .8 | 18 | 68 | 529^ | 177v | 353^ | 412^ | 221v | 265^ | 177v | 161v | 147v | 117v | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| 5.30 - 6.00 | | | | A | .9 | 21 | 76 | 434^ | 237^ | 237^ | 316^ | 79v | 132v | 132v | 198v | 184v | 118v | LT | LT | LT | LT | 65v | LT | LT | LT | LT |
| CBS NIGHTWATCH-3-TUE(B) | | | 74 | A | .6 | 15 | 51 | 353v | LT | 353v | 353v | 353v | 353v | 235v | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| 2 TUE. 5.30A 30 CBS N | | | 65 | | | | | | | | | | | | | | | | | | | | | | | |
| CBS SUNDAY NEWS-OSGOOD | 31 | 135 | 137 | A | 6.0 | 12 | 509 | 1077 | 672 | 302 | 719 | 94^ | 291 | 301 | 341 | 396 | 358 | 45v | 140^ | 168^ | 246^ | 169^ | LT | LT | LT | LT |
| SUN. 11.00P 15 CBS N | | 72 | 71 | B | 5.8 | 12 | 492 | 1352 | 693 | 267 | 772 | 169 | 353 | 360 | 372 | 365 | 522 | 159 | 288 | 273 | 261 | 207 | 40 | 21 | 18 | 13 |
| DAVID LETTERMAN I | 119 | 192 | 193 | A | 3.5 | 18 | 297 | 1242 | 460 | 235 | 572 | 230 | 370 | 323 | 215 | 147^ | 657 | 357 | 502 | 305 | 232 | 125^ | LT | LT | LT | LT |
| 1 MON. 12.41A 30 NBC GV | | 99 | 99 | B | 3.7 | 18 | 314 | 1293 | 525 | 192 | 583 | 246 | 340 | 290 | 236 | 176 | 632 | 369 | 482 | 330 | 206 | 124 | 45 | LT | 33 | LT |
| TU-TH 12.30A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MON. 12.32A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| DAVID LETTERMAN II | 119 | 192 | 193 | A | 2.6 | 17 | 221 | 1335 | 417 | 294 | 584 | 239^ | 376 | 290 | 222^ | 140^ | 742 | 506 | 606 | 299 | 172^ | 100^ | LT | LT | LT | LT |
| 1 MON. 1.11A 30 NBC GV | | 99 | 99 | B | 2.7 | 17 | 229 | 1252 | 490 | 190 | 539 | 246 | 334 | 272 | 218 | 144 | 642 | 400 | 504 | 328 | 198 | 118 | 29 | LT | 42 | LT |
| TU-TH 1.00A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MON. 1.02A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| EYE ON HOLLYWOOD | 93 | 95 | 96 | A | 1.7 | 6 | 144 | 1083 | 403^ | 159^ | 493 | 153^ | 284^ | 222^ | 284^ | 181^ | 499 | 291^ | 375^ | 256^ | 153^ | 104v | 49v | LT | 42v | LT |
| 1 TUE. 12.12A 30 ABC GV | | 60 | 60 | B | 1.7 | 6 | 144 | 1039 | 444 | 169 | 513 | 177 | 292 | 224 | 239 | 179 | 483 | 179 | 292 | 269 | 248 | 157 | LT | LT | LT | LT |
| WED. 12.01A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 THU. 12.00M 31 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MON. 12.04A 32 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TU&TH 12.00M 31 | | | | | | | | | | | | | | | | | | | | | | | | | | |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| LATE FRINGE CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FRIDAY NIGHT VIDEOS | 29 | 183 | 184 | A | 3.4 | 17 | 289 | 1298 | 447 | 159^ | 554 | 257^ | 392^ | 345^ | 177^ | 128^ | 397^ | 235^ | 276^ | 139^ | 62v | 121^ | 319^ | 138^ | 28v | 28v |
| FRI. 12.30A 90 NBC PC | | 96 | 97 | B | 3.4 | 16 | 289 | 1205 | 424 | 172 | 496 | 278 | 376 | 264 | 163 | 100 | 413 | 255 | 329 | 207 | 121 | 76 | 223 | 103 | 73 | 67 |
| 12.30 - 1.00 | | | | A | 4.7 | 18 | 399 | 1368 | 479 | 143^ | 577 | 276^ | 393 | 386 | 205^ | 108^ | 456 | 253^ | 335 | 201^ | 130^ | 121^ | 285^ | 120^ | 50v | 50v |
| 1.00 - 1.30 | | | | A | 3.2 | 16 | 272 | 1261 | 437^ | 231^ | 528 | 235^ | 390^ | 339^ | 155^ | 138^ | 400^ | 264^ | 264^ | 55v | LT | 136^ | 333^ | 129^ | LT | LT |
| 1.30 - 2.00 | | | | A | 2.3 | 15 | 195 | 1185 | 379^ | 87v | 533^ | 240^ | 385^ | 273^ | 145v | 148v | 277^ | 164v | 164v | 108v | LT | 113v | 375^ | 195^ | LT | LT |
| G MICHAELS SPORTS MACHINE | 32 | 81 | 81 | A | 1.6 | 6 | 136 | 787^ | 295^ | 118v | 324^ | 59v | 228v | 258^ | 206v | 66v | 463^ | 286^ | 338^ | 96v | 104v | 125v | LT | LT | LT | LT |
| SUN. 12.00M 15 NBC SC | | 52 | 52 | B | 1.5 | 5 | 127 | 856 | 374 | 195 | 409 | 84 | 234 | 268 | 270 | 123 | 430 | 199 | 310 | 281 | 174 | 105 | LT | LT | LT | LT |
| LATE MOVIE I | 152 | 181 | 187 | A | 5.4 | 18 | 458 | 1251 | 576 | 259 | 651 | 182 | 377 | 369 | 284 | 235 | 512 | 167 | 336 | 304 | 278 | 135 | 48^ | 34^ | 40^ | LT |
| M-W 11.30P 67 CBS FF | | 92 | 94 | B | 5.2 | 17 | 441 | 1224 | 574 | 211 | 641 | 208 | 382 | 357 | 323 | 206 | 495 | 189 | 321 | 274 | 235 | 146 | 57 | 31 | 31 | 19 |
| THU. 11.30P 66 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 FRI. 11.30P 70 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 5.7 | 17 | 484 | 1256 | 590 | 278 | 651 | 186 | 368 | 347 | 283 | 246 | 505 | 172 | 314 | 298 | 269 | 128 | 59^ | 39^ | 41^ | LT |
| 12.00 - 12.30 | | | | A | 5.3 | 20 | 450 | 1229 | 551 | 242 | 636 | 176 | 374 | 382 | 278 | 220 | 507 | 158 | 348 | 303 | 283 | 137 | 48^ | 37^ | 38^ | LT |
| 12.30 - 1.00 | | | | A | 4.9 | 23 | 416 | 1257 | 556 | 229 | 676 | 194 | 420 | 384 | 287 | 227 | 535 | 168 | 377 | 310 | 298 | 151 | LT | LT | 46^ | 25v |
| LATE MOVIE II | 152 | 181 | 187 | A | 3.3 | 19 | 280 | 1325 | 550 | 250 | 700 | 218^ | 458 | 425 | 297 | 200^ | 575 | 186^ | 411 | 339 | 310 | 158^ | LT | LT | 50v | 43v |
| 1 MON. 12.37A 48 CBS FF | | 92 | 94 | B | 3.5 | 19 | 297 | 1153 | 529 | 202 | 590 | 184 | 366 | 343 | 308 | 168 | 492 | 203 | 331 | 285 | 230 | 137 | 45 | 24 | 26 | 17 |
| 1 TU & W 12.37A 50 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 THU. 12.36A 47 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 FRI. 12.40A 46 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 M & W 12.37A 50 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TUE. 12.37A 47 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 THU. 12.36A 48 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.30 - 1.00 | | | | A | 3.6 | 18 | 306 | 1307 | 543 | 235 | 667 | 199^ | 434 | 412 | 292 | 196^ | 591 | 183^ | 425 | 346 | 336 | 164^ | LT | LT | 49v | 32v |
| 1.00 - 1.30 | | | | A | 3.1 | 20 | 263 | 1312 | 540 | 258 | 718 | 231^ | 475 | 434 | 297 | 197^ | 545 | 183^ | 385 | 324 | 278 | 149^ | LT | LT | 49v | 49v |
| NBA PLAYOFF GAME-FR(S) | | | 197 | A | 4.5 | 17 | 382 | 1267 | 526^ | 266^ | 552^ | 180^ | 334^ | 307^ | 241^ | 178^ | 622^ | 152v | 377^ | 332^ | 416^ | 240^ | 50v | 50v | 43v | 43v |
| 2 FRI. 11.30P 158 CBS SE | | | 96 | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 5.1 | 13 | 433 | 1277 | 552^ | 244^ | 594 | 123v | 232^ | 276^ | 302^ | 277^ | 611 | 158^ | 325^ | 324^ | 363^ | 263^ | 44v | 44v | 28v | 28v |
| 12.00 - 12.30 | | | | A | 4.2 | 13 | 357 | 1370 | 555^ | 292^ | 586^ | 154v | 342^ | 347^ | 288^ | 191^ | 697 | 190^ | 467^ | 416^ | 440^ | 230^ | 53v | 53v | 34v | 34v |
| 12.30 - 1.00 | | | | A | 4.0 | 15 | 340 | 1309 | 527^ | 265^ | 538^ | 171v | 370^ | 318^ | 262^ | 138v | 650^ | 118v | 433^ | 370^ | 492^ | 217^ | 44v | 44v | 77v | 77v |
| 1.00 - 1.30 | | | | A | 4.6 | 22 | 391 | 1304 | 557^ | 291^ | 585^ | 258^ | 399^ | 344^ | 194^ | 151v | 632^ | 161v | 381^ | 314^ | 417^ | 251^ | 41v | 41v | 46v | 46v |
| 1.30 - 2.00 | | | | A | 4.6 | 29 | 391 | 1220 | 477^ | 256^ | 515^ | 215^ | 373^ | 273^ | 179^ | 142v | 586^ | 148v | 334^ | 275^ | 402^ | 252^ | 76v | 76v | 43v | 43v |
| 2.00 - 2.30 | | | | A | 3.8 | 30 | 323 | 833 | 409^ | 273^ | 409^ | 161v | 248^ | 248^ | 168v | 161v | 424^ | 55v | 192v | 192v | 369^ | 232^ | LT | LT | LT | LT |
| SAT NIGHT'S MAIN EVENT(S) | | | 199 | A | 8.8 | 26 | 747 | 1802 | 660 | 296^ | 662 | 339 | 483 | 429 | 260^ | 101^ | 822 | 420 | 687 | 561 | 348 | 135^ | 270^ | 11v | 48v | 48v |
| 2 SAT. 11.30P 83 NBC CV | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 9.2 | 24 | 781 | 1799 | 705 | 312^ | 705 | 342 | 536 | 434 | 295^ | 111^ | 818 | 385 | 683 | 583 | 376 | 135^ | 244^ | 31v | 32v | 32v |
| 12.00 - 12.30 | | | | A | 9.1 | 27 | 773 | 1781 | 651 | 288^ | 651 | 364 | 483 | 431 | 235^ | 86^ | 801 | 431 | 668 | 531 | 322 | 133^ | 281^ | LT | 48v | 48v |
| 12.30 - 1.00 | | | | A | 8.0 | 28 | 679 | 1801 | 598 | 279^ | 598 | 281^ | 390 | 411 | 240^ | 111^ | 839 | 452 | 711 | 560 | 335^ | 128^ | 287^ | LT | 77v | 77v |
| SATURDAY NIGHT | 27 | 198 | | A | 8.2 | 23 | 696 | 1858 | 507 | 171^ | 598 | 334^ | 475 | 418 | 234^ | 89v | 567 | 327^ | 491 | 448 | 227^ | 56v | 454 | 103^ | 239^ | 118^ |
| 1 SAT. 11.30P 77 NBC GV | | 99 | | B | 7.5 | 22 | 637 | 1537 | 546 | 248 | 635 | 331 | 489 | 383 | 244 | 110 | 567 | 313 | 481 | 394 | 222 | 69 | 234 | 100 | 101 | 84 |
| 11.30 - 12.00 | | | | A | 9.0 | 23 | 764 | 1809 | 460 | 159^ | 542 | 311^ | 410 | 353 | 186^ | 106^ | 604 | 323^ | 488 | 445 | 256^ | 87^ | 376 | 104^ | 287^ | 166^ |
| 12.00 - 12.30 | | | | A | 8.2 | 24 | 696 | 1838 | 526 | 195^ | 618 | 362 | 508 | 452 | 236^ | 74v | 549 | 329^ | 496 | 456 | 215^ | 33v | 480 | 92^ | 191^ | 84v |
| 12.30 - 1.00 | | | | A | 6.7 | 23 | 569 | 2033 | 594 | 170^ | 696 | 326^ | 566 | 508 | 353^ | 86v | 523 | 340^ | 492 | 431^ | 183^ | 31v | 581 | 120^ | 233^ | 81v |
| TONIGHT SHOW | 147 | 200 | 199 | A | 7.0 | 22 | 594 | 1338 | 574 | 217 | 665 | 215 | 346 | 317 | 276 | 257 | 574 | 242 | 397 | 315 | 264 | 150 | 77^ | 30^ | 22v | 17v |
| 1 MON. 11.41P 60 NBC GV | | 99 | 99 | B | 7.0 | 22 | 594 | 1372 | 628 | 218 | 690 | 214 | 344 | 331 | 310 | 273 | 583 | 255 | 384 | 311 | 253 | 169 | 61 | 24 | 38 | 26 |
| TU-F 11.30P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MON. 11.32P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 7.6 | 21 | 645 | 1363 | 598 | 219 | 683 | 220 | 369 | 338 | 289 | 266 | 587 | 246 | 410 | 333 | 268 | 155 | 66^ | 29^ | 27^ | 19v |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE¤ | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| LATE FRINGE CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TONIGHT SHOW-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.00 - 12.30 | | | | A | 6.4 | 23 | 543 | 1337 | 556 | 215 | 657 | 215 | 327 | 296 | 266 | 254 | 570 | 247 | 393 | 297 | 262 | 144 | 94^ | 33^ | 16v | 16v |
| 12.30 - 1.00 | | | | A | 5.6 | 24 | 475 | 838 | 535 | 202^ | 535 | 143^ | 249^ | 316^ | 209^ | 219^ | 303^ | 126v | 194^ | 194^ | 125v | 109v | LT | LT | LT | LT |
| •WEEKDAY DAYTIME | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC DAYTIME NEWSBRIEF-M-F | 150 | 206 | 206 | A | 7.1 | 28 | 603 | 1164 | 797 | 236 | 915 | 474 | 652 | 509 | 331 | 218 | 180 | 78^ | 109 | 70^ | 60^ | 71^ | 28^ | 21v | 41^ | LT |
| 1 MWTHF 2.58P 1 ABC N | | 99 | 99 | B | 7.9 | 27 | 671 | 1285 | 799 | 231 | 898 | 447 | 634 | 488 | 347 | 221 | 218 | 96 | 127 | 92 | 58 | 86 | 69 | 57 | 100 | 35 |
| 1 TUE. 2.57P 2 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 M-F 2.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC WORLD NEWS-MORN-615A | 150 | 120 | 120 | A | 1.8 | 21 | 153 | 1294 | 497 | 196^ | 549 | 164^ | 352^ | 360^ | 306^ | 124^ | 555 | 124^ | 392^ | 405 | 287^ | 144^ | 39v | LT | 151^ | 117^ |
| M-F 6.15A 15 ABC N | | 80 | 80 | B | 1.6 | 17 | 136 | 1167 | 545 | 258 | 576 | 172 | 395 | 373 | 311 | 141 | 453 | 134 | 293 | 303 | 246 | 136 | 43 | LT | 95 | 80 |
| ABC WORLD NEWS-MORN-645A | 150 | 173 | 173 | A | 2.5 | 19 | 212 | 1410 | 626 | 269^ | 764 | 155^ | 485 | 523 | 529 | 180^ | 388 | 104^ | 265^ | 277^ | 226^ | 105^ | 122^ | 99^ | 136^ | 62v |
| M-F 6.45A 15 ABC N | | 92 | 92 | B | 2.6 | 19 | 221 | 1348 | 644 | 270 | 694 | 210 | 472 | 467 | 391 | 164 | 450 | 141 | 269 | 280 | 236 | 153 | 78 | 45 | 126 | 79 |
| ALL MY CHILDREN | 144 | 209 | 209 | A | 7.5 | 28 | 637 | 1250 | 902 | 352 | 1023 | 539 | 758 | 593 | 370 | 223 | 165 | 70^ | 105 | 85^ | 66^ | 50^ | 15v | 15v | 47^ | LT |
| M-F 1.00P 60 ABC DD | | 99 | 99 | B | 8.1 | 26 | 688 | 1360 | 867 | 264 | 974 | 506 | 704 | 531 | 345 | 221 | 233 | 118 | 157 | 118 | 67 | 72 | 51 | 40 | 102 | 25 |
| 1.00 - 1.30 | | | | A | 7.2 | 27 | 611 | 1223 | 889 | 340 | 1005 | 526 | 743 | 589 | 367 | 221 | 158 | 72^ | 102 | 82^ | 58^ | 47^ | 13v | 13v | 47^ | LT |
| 1.30 - 2.00 | | | | A | 7.9 | 29 | 671 | 1246 | 899 | 352 | 1017 | 543 | 757 | 583 | 364 | 219 | 171 | 72^ | 107 | 86^ | 70^ | 54^ | 14v | 14v | 44^ | LT |
| ALL STAR BLITZ | 20 | 180 | 180 | A | 2.1 | 10 | 178 | 1343 | 926 | 303^ | 961 | 394 | 646 | 406 | 376 | 297^ | 241^ | 79v | 113^ | 85v | 95^ | 100^ | 39v | 39v | 102^ | LT |
| M-F 11.00A 30 ABC QP | | 88 | 86 | B | 2.3 | 10 | 195 | 1424 | 882 | 220 | 984 | 458 | 652 | 424 | 322 | 308 | 272 | 105 | 131 | 118 | 88 | 120 | 55 | 52 | 113 | 52 |
| ANOTHER WORLD | 147 | 203 | 203 | A | 5.0 | 19 | 425 | 1311 | 894 | 213 | 1094 | 426 | 612 | 465 | 352 | 464 | 107^ | 35v | 51^ | 38^ | 47^ | 42^ | 41^ | 31v | 69^ | LT |
| M-F 2.00P 60 NBC DD | | 99 | 99 | B | 5.5 | 19 | 467 | 1390 | 898 | 177 | 1002 | 331 | 524 | 439 | 417 | 443 | 233 | 82 | 101 | 80 | 90 | 114 | 55 | 45 | 100 | 37 |
| 2.00 - 2.30 | | | | A | 5.0 | 19 | 425 | 1320 | 923 | 219 | 1130 | 442 | 631 | 477 | 360 | 481 | 102^ | 39^ | 48^ | 27v | 39^ | 42^ | 29v | 23v | 59^ | LT |
| 2.30 - 3.00 | | | | A | 4.9 | 19 | 416 | 1303 | 883 | 207 | 1075 | 416 | 606 | 461 | 352 | 452 | 102^ | 26v | 46^ | 40^ | 49^ | 42^ | 47^ | 38^ | 79^ | 16v |
| AS THE WORLD TURNS | 152 | 206 | 206 | A | 6.6 | 25 | 560 | 1164 | 804 | 123 | 903 | 218 | 379 | 344 | 343 | 468 | 215 | 80^ | 101^ | 70^ | 78^ | 98^ | 28^ | 28^ | 18v | LT |
| M-F 1.30P 60 CBS DD | | 99 | 99 | B | 7.1 | 24 | 603 | 1209 | 799 | 116 | 882 | 231 | 388 | 343 | 345 | 446 | 229 | 53 | 92 | 82 | 103 | 122 | 34 | 19 | 64 | 20 |
| 1.30 - 2.00 | | | | A | 6.5 | 24 | 552 | 1161 | 792 | 121 | 894 | 201 | 367 | 344 | 339 | 472 | 236 | 90^ | 106^ | 72^ | 79^ | 110^ | 20v | 20v | 11v | LT |
| 2.00 - 2.30 | | | | A | 6.7 | 26 | 569 | 1160 | 805 | 121 | 905 | 233 | 388 | 340 | 344 | 462 | 193 | 70^ | 95^ | 61^ | 76^ | 86^ | 39^ | 39^ | 23v | LT |
| BODY LANGUAGE | 150 | 104 | 104 | A | 2.0 | 7 | 170 | 1306 | 882 | 376 | 977 | 395 | 548 | 288^ | 300^ | 406 | 200^ | 53v | 83v | 82v | 70v | 106^ | LT | LT | 112^ | LT |
| M-F 4.00P 30 CBS PV | | 55 | 54 | B | 2.7 | 8 | 229 | 1307 | 738 | 193 | 839 | 243 | 384 | 321 | 319 | 410 | 304 | 66 | 148 | 149 | 151 | 139 | 59 | 32 | 105 | 44 |
| CAPITOL | 152 | 198 | 198 | A | 5.1 | 20 | 433 | 1180 | 770 | 147 | 886 | 244 | 415 | 356 | 372 | 411 | 215 | 97^ | 123^ | 62^ | 77^ | 83^ | 49^ | 49^ | 30v | LT |
| M-F 2.30P 30 CBS DD | | 95 | 94 | B | 5.8 | 20 | 492 | 1213 | 763 | 126 | 860 | 240 | 400 | 344 | 358 | 409 | 221 | 53 | 92 | 82 | 104 | 117 | 59 | 31 | 73 | 26 |
| CBS EARLY MORNING NEWS | 155 | 144 | 142 | A | 1.5 | 17 | 127 | 780 | 355^ | 71v | 378^ | 55v | 79v | 134^ | 173^ | 244^ | 371^ | LT | 40v | 111v | 276^ | 260^ | LT | LT | LT | LT |
| M-F 6.30A 30 CBS N | | 90 | 89 | B | 1.6 | 16 | 136 | 1065 | 462 | 171 | 475 | 90 | 218 | 248 | 277 | 200 | 523 | 135 | 234 | 273 | 253 | 232 | LT | LT | 40 | LT |
| CBS MORNING NEWS 1-WED(B) | | | 137 | A | 2.6 | 14 | 221 | 959^ | 307^ | 36v | 447^ | 23v | 41v | 59v | 153v | 388^ | 512^ | LT | 168v | 168v | 268v | 344^ | LT | LT | LT | LT |
| 2 WED. 7.30A 30 CBS N | | | 80 | | | | | | | | | | | | | | | | | | | | | | | |
| CBS MORNING NEWS 2-WED(B) | | | 95 | A | 1.7 | 8 | 144 | 972^ | 437v | 70v | 562^ | LT | 70v | 70v | 70v | 492^ | 146v | LT | LT | LT | LT | 146v | LT | LT | 264v | LT |
| 2 WED. 9.30A 30 CBS N | | | 42 | | | | | | | | | | | | | | | | | | | | | | | |
| CBS MORNING NEWS 1 | 154 | 201 | 201 | A | 3.0 | 15 | 255 | 1294 | 553 | 137^ | 635 | 93^ | 290 | 298 | 314 | 322 | 439 | 35v | 149^ | 148^ | 259 | 279 | 63^ | 24v | 157^ | 129^ |
| 1 M-F 7.30A 30 CBS N | | 99 | 99 | B | 3.3 | 15 | 280 | 1159 | 601 | 173 | 629 | 120 | 312 | 316 | 315 | 279 | 448 | 72 | 180 | 166 | 203 | 257 | 27 | LT | 55 | 32 |
| 2 MTUTHF 7.30A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS MORNING NEWS 2 | 154 | 201 | 201 | A | 3.5 | 16 | 297 | 1259 | 643 | 178^ | 734 | 95^ | 320 | 320 | 360 | 376 | 428 | 24v | 135^ | 189^ | 256 | 239 | LT | LT | 84^ | 17v |
| 1 M-F 8.30A 30 CBS N | | 99 | 99 | B | 3.7 | 16 | 314 | 1128 | 647 | 125 | 693 | 128 | 288 | 285 | 312 | 357 | 361 | 68 | 133 | 126 | 146 | 211 | 18 | LT | 56 | 20 |
| 2 MTUTHF 8.30A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY, START TIME, DUR, NET, PROG. TYPE¤ | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18–34 | WOMEN 18–49 | WOMEN 25–54 | WOMEN 35–64 | WOMEN 55+ | MEN TOTAL | MEN 18–34 | MEN 18–49 | MEN 25–54 | MEN 35–64 | MEN 55+ | TEENS (12–17) TOTAL | TEENS FEM. | CHILDREN (2–11) TOTAL | CHILDREN 6–11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| DAYS OF OUR LIVES | 147 | 208 | 208 | A | 6.3 | 23 | 535 | 1383 | 892 | 260 | 1019 | 424 | 600 | 438 | 356 | 403 | 264 | 70^ | 128 | 105^ | 121 | 105^ | 48^ | 41^ | 52^ | 15v |
| M-F 1.00P 60 NBC DD | | 99 | 99 | B | 7.1 | 23 | 603 | 1404 | 848 | 212 | 952 | 351 | 533 | 440 | 392 | 379 | 300 | 103 | 140 | 109 | 119 | 139 | 72 | 61 | 80 | 33 |
| 1.00 - 1.30 | | | | A | 6.1 | 23 | 518 | 1396 | 904 | 273 | 1032 | 423 | 609 | 447 | 361 | 405 | 258 | 61^ | 124 | 100^ | 120 | 109^ | 49^ | 42^ | 57^ | 16v |
| 1.30 - 2.00 | | | | A | 6.5 | 24 | 552 | 1344 | 875 | 242 | 1000 | 417 | 584 | 428 | 351 | 401 | 254 | 71^ | 125 | 104^ | 116 | 96^ | 41^ | 35^ | 49^ | 14v |
| FACTS OF LIFE M-F | 10 | 132 | 136 | A | 2.4 | 11 | 204 | 1304 | 690 | 196^ | 764 | 324 | 553 | 471 | 309 | 186^ | 279^ | 62v | 131^ | 158^ | 163^ | 98^ | 70v | 59v | 191^ | 44v |
| M-F 10.00A 30 NBC CS | | 83 | 84 | B | 2.4 | 11 | 204 | 1304 | 690 | 196 | 764 | 324 | 553 | 471 | 309 | 186 | 279 | 62 | 131 | 158 | 163 | 98 | 70 | 59 | 191 | 44 |
| FAMILY FEUD | 143 | 182 | 181 | A | 2.3 | 11 | 195 | 1318 | 898 | 358 | 944 | 431 | 600 | 497 | 420 | 288^ | 287^ | 102^ | 170^ | 133^ | 160^ | 98^ | LT | LT | 72v | LT |
| M-F 11.30A 30 ABC QP | | 89 | 87 | B | 3.2 | 13 | 272 | 1323 | 789 | 207 | 871 | 385 | 537 | 418 | 316 | 290 | 291 | 135 | 168 | 136 | 93 | 105 | 56 | 36 | 105 | 37 |
| GENERAL HOSPITAL | 144 | 207 | 207 | A | 8.0 | 29 | 679 | 1215 | 769 | 241 | 887 | 422 | 615 | 467 | 354 | 218 | 175 | 73^ | 108 | 86^ | 61^ | 67^ | 94 | 88^ | 59^ | 41^ |
| M-F 3.00P 60 ABC DD | | 99 | 99 | B | 8.9 | 28 | 756 | 1336 | 795 | 222 | 894 | 433 | 623 | 469 | 342 | 230 | 220 | 96 | 132 | 99 | 71 | 84 | 125 | 110 | 97 | 52 |
| 3.00 - 3.30 | | | | A | 7.8 | 29 | 662 | 1213 | 786 | 229 | 896 | 436 | 628 | 479 | 348 | 215 | 172 | 72^ | 106 | 84^ | 60^ | 66^ | 87^ | 85^ | 58^ | 40^ |
| 3.30 - 4.00 | | | | A | 8.1 | 28 | 688 | 1206 | 758 | 247 | 878 | 409 | 602 | 455 | 358 | 221 | 171 | 72^ | 107 | 87^ | 58^ | 64^ | 97 | 90 | 60^ | 44^ |
| GOOD MORNING, AMERICA-730 | 150 | 205 | 205 | A | 4.8 | 24 | 408 | 1179 | 708 | 277 | 753 | 209 | 476 | 459 | 416 | 235 | 313 | 59^ | 147^ | 149^ | 147^ | 144^ | 46^ | 19v | 67^ | 51^ |
| M-F 7.30A 30 ABC N | | 99 | 99 | B | 4.9 | 23 | 416 | 1304 | 735 | 231 | 757 | 250 | 447 | 423 | 357 | 257 | 382 | 86 | 176 | 178 | 195 | 185 | 60 | 23 | 105 | 54 |
| GOOD MORNING, AMERICA-830 | 149 | 203 | 203 | A | 4.9 | 23 | 416 | 1204 | 822 | 225 | 843 | 223 | 498 | 431 | 430 | 321 | 310 | 74^ | 139^ | 140^ | 123^ | 139^ | LT | LT | 48^ | LT |
| 1 M-F 8.30A 30 ABC N | | 98 | 98 | B | 5.4 | 23 | 458 | 1226 | 768 | 176 | 793 | 228 | 423 | 392 | 381 | 325 | 352 | 92 | 159 | 146 | 156 | 180 | 15 | LT | 66 | 20 |
| 2 MTUTHF 8.30A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| GOOD MORNING, AMER SP-800(S) | | | 203 | A | 4.7 | 22 | 399 | 1110 | 727 | 277^ | 805 | 241^ | 526^ | 547^ | 492^ | 215^ | 228^ | LT | 98v | 143v | 169^ | 77v | 77v | 47v | LT | LT |
| 2 WED. 8.00A 31 ABC N | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| GUIDING LIGHT | 151 | 206 | 207 | A | 6.9 | 25 | 586 | 1295 | 755 | 173 | 882 | 251 | 427 | 350 | 376 | 413 | 211 | 71^ | 101^ | 66^ | 85^ | 92^ | 109 | 73^ | 93^ | 45^ |
| M-F 3.00P 60 CBS DD | | 99 | 99 | B | 7.5 | 24 | 637 | 1301 | 760 | 153 | 869 | 225 | 419 | 360 | 387 | 409 | 211 | 47 | 88 | 79 | 102 | 110 | 129 | 75 | 92 | 44 |
| 3.00 - 3.30 | | | | A | 6.8 | 25 | 577 | 1255 | 759 | 168 | 885 | 246 | 427 | 359 | 381 | 414 | 198 | 64^ | 92^ | 59^ | 79^ | 89^ | 98^ | 62^ | 74^ | 28^ |
| 3.30 - 4.00 | | | | A | 7.0 | 24 | 594 | 1318 | 747 | 179 | 875 | 254 | 426 | 338 | 367 | 411 | 218 | 76^ | 106 | 72^ | 87^ | 92^ | 117 | 81^ | 108 | 57^ |
| LOVING | 144 | 187 | 186 | A | 3.8 | 16 | 323 | 1294 | 875 | 380 | 1024 | 520 | 749 | 557 | 349 | 251 | 220 | 103^ | 130^ | 97^ | 55^ | 86^ | 19v | 19v | 31v | LT |
| M-F 12.30P 30 ABC DD | | 94 | 94 | B | 4.1 | 15 | 348 | 1320 | 790 | 238 | 902 | 444 | 628 | 463 | 332 | 233 | 250 | 104 | 128 | 85 | 63 | 119 | 50 | 40 | 118 | 39 |
| NBC NEWS AT SUNRISE | 150 | 181 | 183 | A | 2.0 | 17 | 170 | 1347 | 634 | 211^ | 652 | 93^ | 388 | 387 | 483 | 229^ | 617 | 123^ | 353^ | 399 | 388 | 218^ | 54v | LT | LT | LT |
| M-F 6.30A 30 NBC N | | 95 | 95 | B | 2.1 | 17 | 178 | 1257 | 663 | 233 | 673 | 115 | 350 | 397 | 415 | 249 | 515 | 148 | 303 | 306 | 270 | 179 | 29 | LT | 40 | LT |
| NBC NEWS DIGEST-DAYTIME | 88 | 193 | 193 | A | 4.1 | 16 | 348 | 1365 | 843 | 163^ | 1056 | 411 | 598 | 417 | 375 | 447 | 98^ | 20v | 41v | 32v | 37v | 46^ | 79^ | 58^ | 132^ | 46^ |
| 1 W & F 2.57P 1 NBC N | | 95 | 95 | B | 4.5 | 15 | 382 | 1384 | 877 | 164 | 985 | 343 | 535 | 454 | 407 | 415 | 217 | 76 | 94 | 72 | 84 | 109 | 65 | 52 | 117 | 45 |
| 2 MWF 2.57P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NEWSBREAK-11.57 | 153 | 182 | 181 | A | 5.8 | 27 | 492 | 1169 | 693 | 177 | 793 | 236 | 421 | 361 | 298 | 358 | 304 | 47^ | 94^ | 93^ | 126 | 200 | 9v | LT | 63^ | LT |
| M-F 11.57A 2 CBS N | | 85 | 84 | B | 7.1 | 28 | 603 | 1247 | 653 | 141 | 756 | 213 | 348 | 298 | 304 | 372 | 336 | 81 | 144 | 120 | 126 | 184 | 36 | 18 | 119 | 41 |
| NEWSBREAK-3.57 | 151 | 185 | 185 | A | 5.6 | 19 | 475 | 1314 | 739 | 201 | 857 | 264 | 447 | 337 | 365 | 387 | 204 | 67^ | 95^ | 70^ | 78^ | 88^ | 122^ | 86^ | 131 | 72^ |
| M-F 3.57P 2 CBS N | | 91 | 90 | B | 6.1 | 19 | 518 | 1296 | 753 | 162 | 860 | 236 | 411 | 350 | 364 | 404 | 217 | 46 | 87 | 81 | 107 | 116 | 120 | 68 | 99 | 54 |
| ONE LIFE TO LIVE | 145 | 207 | 207 | A | 6.3 | 25 | 535 | 1181 | 802 | 267 | 940 | 492 | 677 | 524 | 342 | 215 | 185 | 86^ | 114^ | 67^ | 54^ | 71^ | 28v | 18v | 28v | LT |
| M-F 2.00P 60 ABC DD | | 99 | 99 | B | 7.2 | 24 | 611 | 1291 | 819 | 247 | 924 | 463 | 657 | 513 | 358 | 220 | 220 | 101 | 129 | 95 | 53 | 85 | 60 | 50 | 87 | 30 |
| 2.00 - 2.30 | | | | A | 6.1 | 23 | 518 | 1176 | 806 | 284 | 947 | 499 | 683 | 523 | 341 | 215 | 182 | 80^ | 108^ | 61^ | 55^ | 74^ | 24v | 13v | 23v | LT |
| 2.30 - 3.00 | | | | A | 6.4 | 25 | 543 | 1184 | 809 | 256 | 940 | 489 | 677 | 531 | 344 | 216 | 184 | 88^ | 116 | 71^ | 53^ | 68^ | 29v | 21v | 31^ | LT |
| PRESS YOUR LUCK | 151 | 168 | 167 | A | 4.0 | 19 | 340 | 1132 | 650 | 129^ | 770 | 203 | 323 | 283 | 311 | 414 | 304 | 68^ | 164^ | 160^ | 141^ | 140^ | LT | LT | 58^ | 36v |
| M-F 10.30A 30 CBS QP | | 83 | 81 | B | 4.9 | 20 | 416 | 1293 | 682 | 142 | 784 | 199 | 330 | 293 | 339 | 409 | 316 | 75 | 147 | 143 | 146 | 147 | 44 | 21 | 149 | 64 |
| PRICE IS RIGHT I | 152 | 207 | 207 | A | 6.1 | 29 | 518 | 1247 | 703 | 195 | 801 | 255 | 427 | 381 | 318 | 352 | 318 | 48^ | 108^ | 110^ | 139 | 191 | LT | LT | 124 | 27v |
| M-F 11.00A 30 CBS AP | | 99 | 98 | B | 7.1 | 29 | 603 | 1274 | 657 | 146 | 758 | 212 | 340 | 297 | 309 | 381 | 338 | 81 | 146 | 134 | 130 | 175 | 35 | 15 | 143 | 50 |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE¤ | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18–34 | WOMEN 18–49 | WOMEN 25–54 | WOMEN 35–64 | WOMEN 55+ | MEN TOTAL | MEN 18–34 | MEN 18–49 | MEN 25–54 | MEN 35–64 | MEN 55+ | TEENS (12–17) TOTAL | TEENS FEM. | CHILDREN (2–11) TOTAL | CHILDREN 6–11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PRICE IS RIGHT 2 | 151 | 207 | 207 | A | 7.3 | 34 | 620 | 1229 | 703 | 186 | 799 | 231 | 401 | 352 | 312 | 377 | 306 | 48^ | 87^ | 81^ | 111 | 211 | LT | LT | 120 | 24v |
| M-F 11.30A 30 CBS AP | | 99 | 98 | B | 8.7 | 35 | 739 | 1266 | 655 | 138 | 753 | 203 | 331 | 294 | 305 | 384 | 342 | 79 | 140 | 124 | 125 | 190 | 37 | 18 | 134 | 46 |
| RYAN'S HOPE | 144 | 175 | 174 | A | 2.8 | 12 | 238 | 1366 | 857 | 340 | 1059 | 559 | 795 | 581 | 390 | 235^ | 210^ | 64v | 147^ | 129^ | 122^ | 55v | 25v | 25v | 72^ | LT |
| M-F 12.00N 30 ABC DD | | 93 | 93 | B | 3.2 | 12 | 272 | 1353 | 783 | 223 | 929 | 468 | 652 | 461 | 330 | 249 | 234 | 87 | 122 | 92 | 84 | 107 | 55 | 40 | 135 | 41 |
| SALE OF THE CENTURY | 147 | 156 | 157 | A | 3.9 | 18 | 331 | 1245 | 740 | 108^ | 853 | 281 | 441 | 326 | 324 | 381 | 226 | 37v | 69^ | 93^ | 108^ | 123^ | 23v | 18v | 143^ | 37v |
| M-F 10.30A 30 NBC QG | | 87 | 86 | B | 4.5 | 19 | 382 | 1285 | 721 | 121 | 798 | 227 | 369 | 299 | 303 | 389 | 301 | 84 | 138 | 130 | 115 | 144 | 62 | 36 | 124 | 48 |
| SANTA BARBARA | 147 | 189 | 189 | A | 3.2 | 12 | 272 | 1415 | 771 | 220^ | 933 | 423 | 595 | 488 | 352 | 287 | 143^ | 37v | 66^ | 45v | 76^ | 77^ | 78^ | 66^ | 261 | 121^ |
| M-F 3.00P 60 NBC DD | | 95 | 95 | B | 3.4 | 11 | 289 | 1432 | 775 | 171 | 899 | 367 | 528 | 441 | 368 | 313 | 223 | 80 | 113 | 94 | 96 | 96 | 104 | 75 | 206 | 93 |
| 3.00 - 3.30 | | | | A | 3.2 | 12 | 272 | 1349 | 753 | 191^ | 897 | 400 | 577 | 462 | 331 | 284 | 143^ | 43v | 68^ | 43v | 66^ | 75^ | 63^ | 59^ | 246 | 99^ |
| 3.30 - 4.00 | | | | A | 3.3 | 11 | 280 | 1425 | 764 | 239 | 946 | 439 | 607 | 501 | 360 | 279 | 137^ | 36v | 64^ | 43v | 79^ | 73^ | 82^ | 72^ | 260 | 132^ |
| SCRABBLE | 146 | 200 | 200 | A | 4.8 | 22 | 408 | 1282 | 759 | 130^ | 849 | 250 | 358 | 282 | 327 | 430 | 326 | 66^ | 145^ | 152 | 162 | 157 | LT | LT | 98^ | 28v |
| M-F 11.30A 30 NBC QG | | 96 | 94 | B | 5.6 | 22 | 475 | 1276 | 759 | 137 | 832 | 199 | 341 | 296 | 345 | 443 | 282 | 77 | 105 | 95 | 106 | 156 | 45 | 27 | 117 | 38 |
| SEARCH FOR TOMORROW | 148 | 151 | 151 | A | 2.8 | 11 | 238 | 1416 | 811 | 205^ | 916 | 303 | 395 | 337 | 366 | 470 | 324 | 21v | 113^ | 152^ | 169^ | 164^ | 46v | 37v | 130^ | LT |
| M-F 12.30P 30 NBC DD | | 75 | 75 | B | 3.2 | 12 | 272 | 1321 | 790 | 144 | 859 | 204 | 312 | 296 | 379 | 490 | 303 | 63 | 76 | 88 | 124 | 190 | 68 | 44 | 91 | 33 |
| SUPER PASSWORD | 147 | 144 | 145 | A | 3.1 | 13 | 263 | 1300 | 763 | 102^ | 904 | 273 | 364 | 247 | 312 | 512 | 262 | 88^ | 144^ | 83^ | 106^ | 102^ | LT | LT | 130^ | 39v |
| 1 MON. 12.07P 23 NBC QG | | 70 | 70 | B | 3.4 | 13 | 289 | 1233 | 733 | 128 | 816 | 151 | 287 | 275 | 333 | 481 | 272 | 72 | 109 | 85 | 116 | 152 | 51 | 39 | 94 | 35 |
| 1 TU-F 12.00N 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 M-F 12.00N 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TODAY SHOW-7.30AM | 150 | 203 | 203 | A | 4.4 | 22 | 374 | 1297 | 666 | 268 | 682 | 171 | 350 | 382 | 303 | 280 | 483 | 144^ | 221 | 168 | 216 | 219 | 75^ | 34v | 57^ | 29v |
| M-F 7.30A 30 NBC N | | 99 | 99 | B | 4.6 | 21 | 391 | 1326 | 720 | 272 | 742 | 172 | 351 | 380 | 345 | 329 | 439 | 89 | 197 | 189 | 211 | 218 | 47 | 22 | 98 | 67 |
| TODAY SHOW-8.30AM | 149 | 203 | 203 | A | 4.7 | 22 | 399 | 1138 | 672 | 133^ | 692 | 168 | 321 | 344 | 298 | 323 | 352 | 56^ | 114^ | 116^ | 161 | 200 | 24v | 20v | 70^ | 22v |
| 1 M-F 8.30A 30 NBC N | | 99 | 99 | B | 4.9 | 21 | 416 | 1255 | 722 | 161 | 746 | 176 | 309 | 325 | 308 | 372 | 409 | 79 | 162 | 158 | 178 | 220 | 24 | 13 | 76 | 30 |
| 2 MTUTHF 8.30A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| $25,000 PYRAMID | 152 | 176 | 175 | A | 4.7 | 22 | 399 | 1138 | 645 | 80^ | 746 | 157 | 277 | 243 | 293 | 436 | 326 | 33v | 156 | 171 | 168 | 155 | LT | LT | 63^ | 40^ |
| M-F 10.00A 30 CBS QP | | 88 | 86 | B | 5.3 | 22 | 450 | 1225 | 684 | 108 | 781 | 179 | 308 | 286 | 332 | 430 | 324 | 81 | 155 | 140 | 139 | 152 | 19 | LT | 101 | 42 |
| WHEEL OF FORTUNE | 147 | 206 | 205 | A | 6.6 | 31 | 560 | 1241 | 774 | 151 | 870 | 230 | 348 | 301 | 356 | 459 | 284 | 63^ | 120 | 114 | 135 | 139 | 8v | LT | 79^ | 16v |
| M-F 11.00A 30 NBC QG | | 99 | 97 | B | 7.1 | 29 | 603 | 1253 | 755 | 131 | 826 | 190 | 318 | 294 | 337 | 448 | 281 | 72 | 107 | 89 | 111 | 160 | 45 | 27 | 101 | 35 |
| YOUNG AND THE RESTLESS | 151 | 208 | 208 | A | 7.1 | 29 | 603 | 1245 | 847 | 225 | 946 | 306 | 519 | 443 | 398 | 371 | 234 | 60^ | 90^ | 77^ | 91^ | 126 | 22v | 12v | 43^ | LT |
| M-F 12.30P 60 CBS DD | | 99 | 99 | B | 8.0 | 29 | 679 | 1271 | 797 | 161 | 894 | 300 | 477 | 404 | 371 | 375 | 257 | 61 | 106 | 95 | 109 | 134 | 38 | 23 | 82 | 21 |
| 12.30 - 1.00 | | | | A | 7.0 | 30 | 594 | 1239 | 838 | 209 | 923 | 307 | 514 | 432 | 386 | 356 | 246 | 62^ | 94^ | 79^ | 92^ | 134 | 22v | 8v | 48^ | LT |
| 1.00 - 1.30 | | | | A | 7.3 | 30 | 620 | 1216 | 841 | 234 | 946 | 300 | 510 | 442 | 398 | 378 | 210 | 52^ | 76^ | 70^ | 86^ | 115 | 19v | 11v | 41^ | LT |
| •WEEKEND DAYTIME | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC WEEKEND SPECIALS | 30 | 184 | 191 | A | 3.6 | 15 | 306 | 1660 | 510 | 196^ | 689 | 320^ | 475 | 380^ | 334^ | 130^ | 301^ | 135^ | 155^ | 50v | 128^ | 146^ | 156^ | 42v | 514 | 370^ |
| SAT. 12.00N 30 ABC FV | | 94 | 95 | B | 4.8 | 16 | 408 | 1687 | 430 | 179 | 522 | 274 | 378 | 282 | 194 | 120 | 275 | 138 | 199 | 178 | 103 | 58 | 248 | 147 | 642 | 381 |
| ABC WIDE WORLD-SPORTS SP.(S) | | 199 | | A | 3.9 | 13 | 331 | 1562 | 646^ | 375^ | 858 | 338^ | 499^ | 351^ | 278^ | 314^ | 575^ | 167v | 372^ | 329^ | 305^ | 172v | 20v | LT | 109v | LT |
| 1 SAT. 3.30P 60 ABC SA | | 97 | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.30 - 4.00 | | | | A | 3.4 | 12 | 289 | 1478 | 591^ | 502^ | 930 | 437^ | 592^ | 338^ | 263^ | 287^ | 448^ | 164v | 288^ | 229^ | 173v | 160v | LT | LT | 100v | LT |
| 4.00 - 4.30 | | | | A | 4.4 | 14 | 374 | 1596 | 682 | 270^ | 786 | 256^ | 417^ | 353^ | 284^ | 329^ | 658^ | 165v | 428^ | 400^ | 400^ | 176^ | 36v | LT | 116v | LT |
| ABC WIDE WORLD-SPORTS SAT | 17 | | 202 | A | 3.8 | 12 | 323 | 1294 | 514^ | 201^ | 514^ | 105v | 189v | 269^ | 233^ | 245^ | 474^ | 102v | 205^ | 258^ | 310^ | 167v | 229^ | 90v | 77v | 77v |
| 2 SAT. 5.10P 50 ABC SA | | | 97 | B | 6.6 | 16 | 560 | 1478 | 509 | 193 | 565 | 184 | 296 | 265 | 255 | 238 | 646 | 220 | 372 | 371 | 294 | 234 | 98 | 49 | 169 | 122 |
| 5.00 - 5.30 | | | | A | 3.1 | 10 | 263 | 1392 | 498^ | 248^ | 498^ | 79v | 144v | 243^ | 248^ | 255^ | 380^ | 44v | 101v | 157v | 267^ | 179v | 423^ | 278^ | 91v | 91v |
| 5.30 - 6.00 | | | | A | 4.2 | 13 | 357 | 1266 | 526^ | 179^ | 526^ | 117v | 209^ | 283^ | 228^ | 243^ | 532^ | 134v | 263^ | 311^ | 337^ | 165v | 138v | LT | 70v | 70v |



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | W 18-34 | W 18-49 | W 25-54 | W 35-64 | W 55+ | MEN TOTAL | M 18-34 | M 18-49 | M 25-54 | M 35-64 | M 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ALVIN AND THE CHIPMUNKS | 32 | 205 | 201 | A | 6.6 | 25 | 560 | 2404 | 353 | 74^ | 409 | 226 | 298 | 216^ | 152^ | 99^ | 320 | 229 | 296 | 218^ | 74^ | 17v | 382 | 207^ | 1293 | 778 |
| SAT. 10.30A 30 NBC CA | | 99 | 98 | B | 8.3 | 28 | 705 | 1804 | 325 | 105 | 366 | 213 | 279 | 193 | 128 | 72 | 202 | 117 | 153 | 124 | 60 | 38 | 264 | 163 | 972 | 573 |
| AMERICAN BANDSTAND | 30 | | 173 | A | 2.4 | 10 | 204 | 1069^ | 304v | LT | 304v | 59v | 157v | 157v | 98v | 147v | 279v | 176v | 176v | 133v | 49v | 103v | 241v | 137v | 245v | 157v |
| 2 SAT. 12.30P 60 ABC PC | | | 85 | B | 3.6 | 12 | 306 | 1557 | 464 | 192 | 571 | 298 | 426 | 319 | 211 | 128 | 377 | 187 | 257 | 233 | 154 | 84 | 231 | 152 | 378 | 210 |
| 12.30 - 1.00 | | | | A | 2.2 | 9 | 187 | 1278^ | 413^ | 32v | 413^ | 124v | 209v | 209v | 85v | 204v | 129v | 59v | 59v | 59v | 49v | 70v | 303v | 85v | 433^ | 246v |
| 1.00 - 1.30 | | | | A | 2.5 | 11 | 212 | 892^ | 217v | LT | 217v | LT | 114v | 114v | 114v | 103v | 416^ | 288v | 288v | 203v | 47v | 128v | 184v | 184v | 75v | 75v |
| BISKITTS | 6 | 192 | 193 | A | 2.0 | 14 | 170 | 1576 | 306^ | 30v | 306^ | 30v | 171v | 242^ | 212^ | 64v | 160v | 37v | 48v | 65v | 99v | 95v | 334^ | 123v | 776 | 365^ |
| SAT. 8.00A 30 CBS CA | | 94 | 94 | B | 2.7 | 16 | 229 | 1473 | 254 | 103 | 305 | 103 | 150 | 153 | 156 | 93 | 180 | 40 | 77 | 106 | 103 | 74 | 109 | 42 | 879 | 489 |
| BUGS BUNNY/ROAD RUNNER 1 | 18 | 203 | 203 | A | 5.2 | 20 | 441 | 1515 | 138^ | 66v | 224^ | 106^ | 179^ | 152^ | 73v | 45v | 273^ | 133^ | 182^ | 194^ | 140^ | 37v | 225^ | 75^ | 793 | 427 |
| SAT. 10.00A 30 CBS CA | | 98 | 99 | B | 5.7 | 19 | 484 | 1668 | 292 | 123 | 370 | 175 | 256 | 197 | 118 | 100 | 311 | 190 | 242 | 210 | 94 | 54 | 209 | 76 | 778 | 415 |
| BUGS BUNNY/ROAD RUNNER 2 | 18 | 200 | 202 | A | 5.5 | 21 | 467 | 1422 | 242^ | 97^ | 283 | 58v | 193^ | 215^ | 157^ | 68v | 363 | 136^ | 266^ | 266^ | 227^ | 45v | 91^ | 36v | 685 | 375 |
| SAT. 10.30A 30 CBS CA | | 98 | 99 | B | 6.1 | 20 | 518 | 1700 | 321 | 168 | 394 | 187 | 275 | 204 | 132 | 104 | 334 | 190 | 260 | 211 | 112 | 62 | 224 | 91 | 748 | 392 |
| BUGS BUNNY/ROAD RUNNER 3 | 6 | 144 | 147 | A | 2.3 | 9 | 195 | 1313 | 302^ | 67v | 358^ | 30v | 148v | 210^ | 180^ | 148v | 226^ | 164v | 175^ | 175^ | 36v | 51v | 165v | 36v | 564^ | 384^ |
| SAT. 12.00N 30 CBS CA | | 70 | 68 | B | 3.1 | 12 | 263 | 1700 | 390 | 210 | 425 | 137 | 243 | 250 | 150 | 138 | 313 | 174 | 230 | 204 | 63 | 83 | 199 | 57 | 763 | 443 |
| BYRON NELSON GOLF-SAT(S) | | | 192 | A | 1.9 | 8 | 161 | 1609 | 447^ | 199v | 496^ | 75v | 131v | 180v | 193v | 241v | 485^ | 137v | 200v | 100v | 200v | 285v | 56v | LT | 572^ | 572^ |
| 2 SAT. 2.00P 90 CBS SE | | | 95 | | | | | | | | | | | | | | | | | | | | | | | |
| 2.00 - 2.30 | | | | A | 1.7 | 7 | 144 | 1458^ | 445^ | 194v | 479^ | LT | 62v | 257v | 298v | 222v | 214v | LT | LT | LT | 76v | 214v | 42v | LT | 723^ | 723^ |
| 2.30 - 3.00 | | | | A | 1.9 | 7 | 161 | 1304^ | 479^ | 205v | 522^ | LT | 68v | 273v | 273v | 249v | 340v | LT | LT | LT | 205v | 328v | LT | LT | 442^ | 442^ |
| 3.00 - 3.30 | | | | A | 2.2 | 9 | 187 | 1877 | 396^ | 187v | 460^ | 186v | 224v | 38v | 38v | 236v | 772^ | 344^ | 488^ | 236v | 266v | 284v | 111v | LT | 534^ | 534^ |
| BYRON NELSON GOLF-SUN(S) | | | 202 | A | 4.5 | 14 | 382 | 1848 | 765 | 228^ | 799 | 416^ | 453^ | 505^ | 253^ | 279^ | 957 | 303^ | 584^ | 596^ | 449^ | 330^ | 46v | LT | 46v | 46v |
| 2 SUN. 3.30P 180 CBS SE | | | 98 | | | | | | | | | | | | | | | | | | | | | | | |
| 3.30 - 4.00 | | | | A | 4.4 | 15 | 374 | 1797 | 637^ | 305^ | 637^ | 430^ | 444^ | 444^ | 126v | 193^ | 1037 | 368^ | 722 | 703 | 480^ | 259^ | 61v | LT | 62v | 62v |
| 4.00 - 4.30 | | | | A | 4.2 | 14 | 357 | 1711 | 686^ | 339^ | 700 | 278^ | 288^ | 403^ | 309^ | 297^ | 871 | 227^ | 571^ | 532^ | 454^ | 300^ | 81v | LT | 59v | 59v |
| 4.30 - 5.00 | | | | A | 3.8 | 12 | 323 | 1582 | 610^ | 111v | 641^ | 266^ | 290^ | 347^ | 253^ | 294^ | 803 | 206^ | 466^ | 478^ | 399^ | 309^ | 82v | LT | 56v | 56v |
| 5.00 - 5.30 | | | | A | 3.9 | 12 | 331 | 1813 | 646^ | 145v | 728^ | 320^ | 356^ | 415^ | 275^ | 265^ | 986 | 297^ | 544^ | 585^ | 481^ | 379^ | 63v | LT | 36v | 36v |
| 5.30 - 6.00 | | | | A | 4.8 | 14 | 408 | 2123 | 883 | 140v | 956 | 563^ | 608^ | 639 | 255^ | 278^ | 1119 | 391^ | 671 | 697 | 515^ | 382^ | 19v | LT | 29v | 29v |
| 6.00 - 6.30 | | | | A | 5.7 | 16 | 484 | 1983 | 1017 | 314^ | 1028 | 560 | 627 | 685 | 289^ | 333^ | 922 | 313^ | 521 | 555 | 371^ | 367^ | LT | LT | 33v | 33v |
| CBS STORYBREAK | 6 | 198 | 199 | A | 4.7 | 18 | 399 | 1459 | 328 | 172^ | 395 | 137^ | 290^ | 311^ | 181^ | 77v | 210^ | 80v | 161^ | 129^ | 130^ | 39v | 189^ | 36v | 665 | 421 |
| SAT. 11.00A 30 CBS CL | | 98 | 95 | B | 4.7 | 17 | 399 | 1700 | 386 | 185 | 553 | 316 | 401 | 246 | 126 | 128 | 285 | 129 | 205 | 162 | 107 | 76 | 167 | 19 | 695 | 428 |
| DUNGEONS AND DRAGONS | 26 | 202 | 201 | A | 5.8 | 23 | 492 | 1567 | 199^ | 46v | 256^ | 108^ | 171^ | 114^ | 93^ | 85^ | 204^ | 80^ | 99^ | 78^ | 114^ | 90^ | 260 | 85^ | 847 | 455 |
| SAT. 9.30A 30 CBS CA | | 98 | 98 | B | 5.8 | 21 | 492 | 1682 | 260 | 99 | 299 | 155 | 208 | 160 | 94 | 75 | 212 | 113 | 162 | 143 | 79 | 40 | 290 | 110 | 881 | 470 |
| FACE THE NATION | 30 | 160 | 154 | A | 2.5 | 10 | 212 | 1038 | 477^ | 174^ | 491^ | 57v | 95v | 113v | 217^ | 340^ | 500^ | 123v | 226^ | 283^ | 269^ | 217^ | 47v | 47v | LT | LT |
| 1 SUN. 11.30A 30 CBS CC | | 90 | 89 | B | 3.0 | 10 | 255 | 1217 | 532 | 186 | 561 | 116 | 190 | 212 | 225 | 320 | 557 | 158 | 280 | 278 | 274 | 253 | 41 | LT | 58 | 40 |
| 2 SUN. 10.30A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| GET ALONG GANG | 32 | 201 | 200 | A | 3.7 | 19 | 314 | 1599 | 313^ | 48v | 313^ | 105^ | 227^ | 253^ | 148^ | 60v | 156^ | 22v | 57v | 83v | 102v | 73v | 142^ | 15v | 988 | 567 |
| SAT. 8.30A 30 CBS CA | | 98 | 98 | B | 4.4 | 21 | 374 | 1576 | 265 | 69 | 297 | 135 | 192 | 158 | 106 | 89 | 175 | 58 | 107 | 106 | 84 | 58 | 137 | 75 | 967 | 561 |
| INCREDIBLE HULK | 18 | 112 | 110 | A | 2.7 | 12 | 229 | 1485 | 248^ | LT | 326^ | 130v | 130v | 57v | 31v | 165^ | 104v | LT | LT | LT | 34v | 100v | 395^ | 136v | 660 | 341^ |
| SAT. 12.30P 30 NBC CA | | 70 | 64 | B | 4.0 | 14 | 340 | 1733 | 301 | 87 | 331 | 169 | 226 | 180 | 121 | 88 | 312 | 173 | 232 | 179 | 88 | 64 | 181 | 52 | 909 | 488 |
| IN THE NEWS- 8.26AM | 32 | 191 | 192 | A | 2.1 | 13 | 178 | 1511 | 231^ | 28v | 231^ | 29v | 130v | 192^ | 163v | 39v | 157v | 29v | 62v | 85v | 118v | 72v | 336^ | 106v | 787 | 388^ |
| SAT. 8.26A 3 CBS CN | | 94 | 94 | B | 3.3 | 18 | 280 | 1462 | 229 | 78 | 260 | 105 | 155 | 126 | 97 | 86 | 200 | 75 | 119 | 120 | 92 | 71 | 100 | 56 | 902 | 507 |
| IN THE NEWS- 8.56AM | 32 | 200 | 200 | A | 3.7 | 18 | 314 | 1615 | 297^ | 51v | 297^ | 131^ | 209^ | 223^ | 92v | 74v | 147^ | 19v | 56v | 79v | 95v | 68v | 114^ | 18v | 1057 | 615 |
| SAT. 8.56A 3 CBS CN | | 98 | 98 | B | 4.7 | 21 | 399 | 1570 | 261 | 65 | 288 | 133 | 185 | 151 | 99 | 89 | 169 | 55 | 105 | 102 | 83 | 56 | 143 | 81 | 970 | 554 |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| IN THE NEWS- 9.56AM | 26 | 201 | 200 | A | 5.3 | 20 | 450 | 1500 | 189^ | 58v | 249^ | 114^ | 163^ | 94^ | 82^ | 86^ | 219^ | 96^ | 114^ | 92^ | 111^ | 91^ | 243^ | 77^ | 789 | 396 |
| SAT. 9.56A 3 CBS CN | | 98 | 98 | B | 5.3 | 19 | 450 | 1586 | 261 | 106 | 304 | 158 | 212 | 153 | 92 | 78 | 214 | 117 | 162 | 138 | 76 | 43 | 255 | 96 | 813 | 431 |
| IN THE NEWS-11.56AM | 28 | 172 | 190 | A | 2.7 | 11 | 229 | 1345 | 459^ | 92v | 507^ | 148^ | 305^ | 249^ | 214^ | 188^ | 223^ | 78v | 157^ | 132v | 100v | 66v | 192^ | 26v | 423^ | 236^ |
| SAT. 11.56A 3 CBS CN | | 87 | 93 | B | 4.1 | 14 | 348 | 1668 | 408 | 184 | 496 | 240 | 335 | 231 | 146 | 145 | 339 | 177 | 252 | 196 | 118 | 80 | 185 | 82 | 648 | 391 |
| IN THE NEWS-12.26PM | 6 | 144 | 147 | A | 2.4 | 10 | 204 | 1319 | 319^ | 54v | 388^ | 25v | 157v | 206^ | 181^ | 182^ | 249^ | 172^ | 186^ | 186^ | 48v | 63v | 161^ | 39v | 521^ | 382^ |
| SAT. 12.26P 3 CBS CN | | 70 | 68 | B | 3.0 | 11 | 255 | 1599 | 396 | 210 | 433 | 130 | 232 | 253 | 158 | 145 | 302 | 166 | 211 | 184 | 55 | 91 | 175 | 50 | 689 | 390 |
| KENTUCKY DERBY(S) | | 213 | | A | 10.9 | 32 | 925 | 1304 | 637 | 137^ | 646 | 146^ | 273 | 261^ | 234^ | 329 | 602 | 111^ | 275 | 312 | 315 | 262^ | 29v | 12v | 27v | 26v |
| 1 SAT. 4.30P 92 ABC SE | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.30 - 5.00 | | | | A | 8.3 | 26 | 705 | 1350 | 712 | 128^ | 712 | 192^ | 333^ | 268^ | 226^ | 344^ | 583 | 126^ | 311^ | 322^ | 292^ | 230^ | 22v | LT | 33v | 33v |
| 5.00 - 5.30 | | | | A | 11.5 | 35 | 976 | 1280 | 625 | 119^ | 636 | 153^ | 271 | 252^ | 211^ | 324 | 598 | 114^ | 303 | 323 | 319 | 239^ | 21v | 6v | 25v | 25v |
| 5.30 - 6.00 | | | | A | 13.0 | 37 | 1104 | 1285 | 596 | 148^ | 606 | 106^ | 232 | 260 | 253 | 324 | 612 | 97^ | 225^ | 293 | 323 | 297 | 42v | 27v | 25v | 25v |
| KIDD VIDEO | 32 | 176 | 170 | A | 5.0 | 22 | 425 | 2256 | 410 | 113^ | 542 | 312 | 422 | 282^ | 194^ | 84^ | 157^ | 135^ | 157^ | 117^ | 22v | LT | 508 | 307 | 1049 | 674 |
| SAT. 11.00A 30 NBC CA | | 92 | 85 | B | 6.7 | 24 | 569 | 1758 | 335 | 99 | 375 | 222 | 288 | 195 | 123 | 71 | 204 | 125 | 159 | 118 | 58 | 35 | 295 | 178 | 884 | 534 |
| LITTLES | 32 | 187 | 194 | A | 4.1 | 17 | 348 | 1431 | 391 | 166^ | 468 | 181^ | 274^ | 236^ | 287^ | 100^ | 233^ | 70v | 78v | 25v | 103^ | 155^ | 201^ | 86v | 529 | 253^ |
| SAT. 11.30A 30 ABC CA | | 93 | 95 | B | 5.6 | 19 | 475 | 1650 | 329 | 121 | 409 | 219 | 302 | 206 | 152 | 89 | 238 | 127 | 175 | 145 | 81 | 52 | 230 | 126 | 773 | 412 |
| MEET THE PRESS | 30 | 170 | 161 | A | 3.1 | 12 | 263 | 1106 | 505 | 187^ | 562 | 60v | 102v | 102v | 161^ | 460^ | 502 | 72v | 121v | 167^ | 300^ | 335^ | 35v | LT | LT | LT |
| SUN. 12.30P 30 NBC CC | | 96 | 94 | B | 3.2 | 10 | 272 | 1274 | 528 | 138 | 550 | 85 | 154 | 158 | 218 | 359 | 567 | 125 | 228 | 230 | 284 | 294 | 39 | 26 | 118 | 71 |
| MIGHTY ORBOTS | 32 | 199 | 200 | A | 4.5 | 20 | 382 | 1623 | 351 | 44v | 351 | 187^ | 244^ | 278^ | 164^ | 39v | 138^ | 78v | 104^ | 77v | 41v | 19v | 227^ | 75v | 907 | 507 |

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | WK 1 | WK 2 | KEY | AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOTAL | TEENS FEM. | CHILDREN TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| SAT. 9.00A 30 ABC CA | | 98 | 99 | B | 4.8 | 19 | 408 | 1720 | 228 | 82 | 265 | 117 | 184 | 142 | 107 | 71 | 230 | 136 | 181 | 124 | 62 | 48 | 224 | 64 | 1001 | 650 |
| MR. T | 32 | 173 | 168 | A | 4.4 | 18 | 374 | 1789 | 316^ | 110^ | 455 | 317^ | 335^ | 231^ | 100^ | 66v | 177^ | 124^ | 150^ | 134^ | 32v | 21v | 413 | 154^ | 744 | 413 |
| SAT. 11.30A 30 NBC CA | | 88 | 82 | B | 6.1 | 21 | 518 | 1734 | 353 | 94 | 385 | 206 | 267 | 197 | 127 | 101 | 269 | 153 | 194 | 149 | 78 | 56 | 238 | 108 | 842 | 466 |
| MUPPET BABIES | 32 | 201 | 201 | A | 5.7 | 25 | 484 | 1818 | 251^ | 39v | 280 | 101^ | 189^ | 191^ | 119^ | 60v | 118^ | 12v | 27v | 40v | 70^ | 78^ | 188^ | 59v | 1232 | 799 |
| SAT. 9.00A 30 CBS CA | | 98 | 98 | B | 6.2 | 25 | 526 | 1703 | 246 | 80 | 295 | 154 | 203 | 167 | 88 | 73 | 147 | 63 | 106 | 98 | 67 | 33 | 211 | 99 | 1050 | 599 |
| NBA PLAYOFF GAME SAT | 3 | 199 | 203 | A | 3.6 | 12 | 306 | 1183 | 231^ | 104v | 300^ | 66v | 124^ | 128^ | 123^ | 159^ | 742 | 311^ | 533 | 484 | 347^ | 169^ | 59v | LT | 82v | 72v |
| 1 SAT. 2.30P 155 CBS SE | | 98 | 99 | B | 4.0 | 14 | 340 | 1328 | 309 | 150 | 394 | 113 | 216 | 180 | 166 | 168 | 770 | 303 | 518 | 485 | 349 | 212 | 42 | LT | 122 | 108 |
| 2 SAT. 3.30P 150 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.30 - 3.00 | | | | A | 2.8 | 11 | 238 | 992^ | 135v | 21v | 257v | 72v | 135v | 113v | 63v | 122v | 622^ | 265v | 487^ | 466^ | 260v | 97v | 50v | 50v | 63v | LT |
| 3.00 - 3.30 | | | | A | 3.2 | 12 | 272 | 930 | 184v | 85v | 294^ | 140v | 184v | 166v | 44v | 110v | 581^ | 264^ | 460^ | 422^ | 228v | 89v | LT | LT | 55v | LT |
| 3.30 - 4.00 | | | | A | 3.2 | 12 | 272 | 1460 | 195^ | 102v | 282^ | 73v | 114v | 84v | 66v | 168^ | 729 | 280^ | 540 | 484 | 357^ | 170^ | 41v | LT | 408^ | 408^ |
| 4.00 - 4.30 | | | | A | 3.5 | 12 | 297 | 966 | 202^ | 105v | 286^ | 71v | 131^ | 121^ | 87v | 155^ | 629 | 252^ | 420^ | 377^ | 306^ | 178^ | 51v | LT | LT | LT |
| 4.30 - 5.00 | | | | A | 3.9 | 13 | 331 | 1042 | 245^ | 148^ | 314^ | 60v | 133^ | 172^ | 149^ | 127^ | 640 | 224^ | 440 | 420 | 340^ | 136^ | 88v | LT | LT | LT |
| 5.00 - 5.30 | | | | A | 4.3 | 14 | 365 | 1636 | 364^ | 170v | 364^ | LT | 104v | 164v | 285^ | 200^ | 1192 | 568^ | 880 | 824 | 508^ | 250^ | 80v | LT | LT | LT |
| 5.30 - 6.00 | | | | A | 4.2 | 13 | 357 | 1426 | 347^ | 126v | 347^ | 70v | 95v | 95v | 201^ | 252^ | 995 | 474^ | 720 | 572^ | 432^ | 275^ | 84v | LT | LT | LT |
| NBA PLAYOFF GAME-1 | 3 | 201 | 203 | A | 7.2 | 24 | 611 | 1736 | 401 | 229 | 432 | 224 | 326 | 311 | 158^ | 92^ | 1017 | 414 | 743 | 743 | 507 | 177^ | 121^ | 18v | 166^ | 111^ |
| SUN. 1.00P 150 CBS SE | | 99 | 99 | B | 6.7 | 22 | 569 | 1798 | 418 | 244 | 446 | 202 | 322 | 302 | 169 | 115 | 1031 | 444 | 730 | 688 | 482 | 213 | 135 | 54 | 186 | 145 |
| 1.00 - 1.30 | | | | A | 5.7 | 20 | 484 | 1845 | 476 | 178^ | 509 | 250^ | 332 | 339 | 216^ | 111^ | 1067 | 425 | 845 | 847 | 557 | 142^ | 52v | 36v | 217^ | 130^ |
| 1.30 - 2.00 | | | | A | 7.4 | 25 | 628 | 1592 | 383 | 131^ | 402 | 201^ | 309 | 282 | 162^ | 93^ | 1003 | 402 | 759 | 750 | 507 | 175^ | 78^ | 16v | 109^ | 68^ |
| 2.00 - 2.30 | | | | A | 7.4 | 24 | 628 | 1992 | 514 | 406 | 560 | 321 | 465 | 417 | 187^ | 87^ | 1035 | 424 | 743 | 751 | 506 | 189^ | 158^ | 12v | 239 | 139^ |
| 2.30 - 3.00 | | | | A | 7.6 | 24 | 645 | 1681 | 311 | 237 | 348 | 156^ | 259 | 259 | 135^ | 89^ | 1013 | 402 | 691 | 712 | 509 | 200 | 152^ | 14v | 168^ | 110^ |
| 3.00 - 3.30 | | | | A | 8.0 | 25 | 679 | 1571 | 327 | 181^ | 352 | 190 | 269 | 262 | 109^ | 83^ | 967 | 413 | 694 | 672 | 466 | 168^ | 150^ | 19v | 102^ | 102^ |
| NBA PLAYOFF GAME-2 | 1 | 206 | | A | 6.1 | 17 | 518 | 1320 | 355^ | 204^ | 359^ | 136^ | 227^ | 219^ | 129^ | 130^ | 810 | 369^ | 598 | 539 | 368^ | 144^ | 148^ | 22v | LT | LT |
| 1 SUN. 3.30P 160 CBS SE | | 99 | | B | 6.1 | 17 | 518 | 1320 | 355 | 204 | 359 | 136 | 227 | 219 | 129 | 130 | 810 | 369 | 598 | 539 | 368 | 144 | 148 | 22 | LT | LT |
| 3.30 - 4.00 | | | | A | 5.8 | 17 | 492 | 1268 | 344^ | 190^ | 344^ | 164^ | 216^ | 191^ | 102v | 128v | 740 | 297^ | 522 | 492^ | 331^ | 148^ | 184^ | 36v | LT | LT |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |



KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBA PLAYOFF GAME-2-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.00 - 4.30 | | | | A | 5.8 | 17 | 492 | 1439 | 334^ | 186^ | 334^ | 106v | 211^ | 211^ | 146^ | 123v | 906 | 476^ | 682 | 584 | 353^ | 142^ | 199^ | 38v | LT | LT |
| 4.30 - 5.00 | | | | A | 5.6 | 16 | 475 | 1396 | 320^ | 190^ | 320^ | 99v | 216^ | 216^ | 151^ | 104v | 910 | 439^ | 735 | 662 | 411^ | 115v | 166^ | 34v | LT | LT |
| 5.00 - 5.30 | | | | A | 5.7 | 16 | 484 | 1349 | 398^ | 240^ | 398^ | 141^ | 260^ | 243^ | 150^ | 138^ | 810 | 369^ | 641 | 602 | 389^ | 107v | 141^ | LT | LT | LT |
| 5.30 - 6.00 | | | | A | 6.9 | 18 | 586 | 1295 | 367^ | 227^ | 367^ | 169^ | 250^ | 231^ | 113^ | 117^ | 821 | 338^ | 578 | 510 | 425 | 173^ | 107v | LT | LT | LT |
| 6.00 - 6.30 | | | | A | 7.7 | 19 | 654 | 1083 | 400 | 170^ | 420 | 148^ | 197^ | 198^ | 87v | 211^ | 545 | 253^ | 294^ | 258^ | 223^ | 187^ | 52v | 28v | 66v | 55v |
| NBC MAJOR LEAGUE PRE GAME | 4 | 201 | 203 | A | 4.1 | 17 | 348 | 1437 | 419 | 132^ | 439 | 166^ | 227^ | 204^ | 127^ | 181^ | 465 | 172^ | 218^ | 201^ | 178^ | 213^ | 269^ | 113^ | 264^ | 89v |
| 1 SAT. 1.00P 18 NBC SC | | 99 | 99 | B | 4.5 | 18 | 382 | 1482 | 356 | 126 | 377 | 140 | 189 | 163 | 126 | 163 | 561 | 192 | 296 | 275 | 235 | 223 | 184 | 81 | 360 | 226 |
| 2 SAT. 1.00P 16 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC MAJOR LEAGUE BASEBALL | 4 | 201 | 203 | A | 6.6 | 25 | 560 | 1361 | 409 | 102^ | 457 | 113^ | 209^ | 188^ | 188^ | 218^ | 690 | 198^ | 323 | 331 | 303 | 321 | 119^ | 62^ | 95^ | 25v |
| 1 SAT. 1.18P 200 NBC SE | | 99 | 99 | B | 6.7 | 24 | 569 | 1345 | 379 | 87 | 405 | 91 | 160 | 155 | 147 | 217 | 733 | 218 | 362 | 357 | 301 | 321 | 73 | 33 | 134 | 78 |
| 2 SAT. 1.16P 189 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | A | 4.3 | 17 | 365 | 1573 | 409 | 129^ | 491 | 181^ | 238^ | 206^ | 164^ | 203^ | 533 | 192^ | 233^ | 232^ | 237^ | 252^ | 337^ | 219^ | 212^ | 61v |
| 1.30 - 2.00 | | | | A | 5.2 | 21 | 441 | 1535 | 354 | 119^ | 420 | 124^ | 168^ | 147^ | 161^ | 207^ | 650 | 246^ | 332 | 318 | 276^ | 284^ | 314 | 182^ | 151^ | 52v |
| 2.00 - 2.30 | | | | A | 6.4 | 25 | 543 | 1521 | 371 | 82^ | 413 | 89^ | 183^ | 163^ | 167^ | 207^ | 665 | 269 | 362 | 350 | 239 | 265 | 266 | 204^ | 177^ | 48v |
| 2.30 - 3.00 | | | | A | 6.8 | 26 | 577 | 1201 | 456 | 96^ | 478 | 92^ | 233 | 229 | 226 | 211^ | 658 | 181^ | 324 | 340 | 302 | 277 | 16v | LT | 49v | LT |
| 3.00 - 3.30 | | | | A | 7.0 | 27 | 594 | 1347 | 487 | 133^ | 527 | 130^ | 267 | 250 | 242 | 223 | 753 | 175^ | 335 | 354 | 375 | 357 | 15v | LT | 52v | LT |
| 3.30 - 4.00 | | | | A | 7.5 | 27 | 637 | 1344 | 419 | 124^ | 527 | 187^ | 275 | 197^ | 193^ | 223 | 718 | 162^ | 297 | 325 | 340 | 366 | 27v | LT | 72^ | LT |
| 4.00 - 4.30 | | | | A | 7.8 | 26 | 662 | 1246 | 383 | 62^ | 383 | 45v | 130^ | 153^ | 170^ | 230 | 698 | 174^ | 314 | 314 | 281 | 356 | 88^ | LT | 77^ | 58^ |
| 4.30 - 5.00 | | | | A | 7.8 | 24 | 662 | 1260 | 367^ | 96v | 367^ | 37v | 95v | 118^ | 81v | 249^ | 746 | 177^ | 312^ | 359^ | 339^ | 387 | 105^ | LT | 42v | 42v |
| NBC MAJOR LEAGUE GAME-2 | 1 | | 190 | A | 6.3 | 18 | 535 | 1456 | 437^ | 77v | 443^ | 54v | 141^ | 143^ | 185^ | 284^ | 782 | 211^ | 402^ | 422^ | 381^ | 343^ | 63v | 28v | 168^ | 88v |
| 2 SAT. 4.25P 213 NBC SE | | | 95 | B | 6.3 | 18 | 535 | 1456 | 437 | 77 | 443 | 54 | 141 | 143 | 185 | 284 | 782 | 211 | 402 | 422 | 381 | 343 | 63 | 28 | 168 | 88 |
| 4.30 - 5.00 | | | | A | 5.3 | 18 | 450 | 1396 | 464^ | 42v | 464^ | LT | 141^ | 158^ | 280^ | 306^ | 727 | 229^ | 401^ | 399^ | 321^ | 296^ | LT | LT | 205^ | 127v |
| 5.00 - 5.30 | | | | A | 6.8 | 22 | 577 | 1333 | 307^ | 51v | 307^ | LT | 62v | 78v | 171^ | 229^ | 742 | 234^ | 432 | 434 | 348^ | 264^ | 95v | LT | 189^ | 74v |
| 5.30 - 6.00 | | | | A | 7.0 | 22 | 594 | 1382 | 338^ | 44v | 338^ | LT | 45v | 64v | 155^ | 274^ | 810 | 246^ | 431 | 420 | 380^ | 350^ | 106v | LT | 128^ | 34v |
| 6.00 - 6.30 | | | | A | 6.0 | 17 | 509 | 1401 | 447^ | 75v | 447^ | 91v | 131^ | 101v | 115v | 290^ | 788 | 186^ | 377^ | 393^ | 405^ | 395^ | 47v | 10v | 119v | 43v |
| 6.30 - 7.00 | | | | A | 5.9 | 16 | 501 | 1557 | 478^ | 108v | 478^ | 106v | 184^ | 167^ | 157^ | 274^ | 824 | 196^ | 388^ | 420^ | 424^ | 404^ | 80v | 80v | 175^ | 112v |
| 7.00 - 7.30 | | | | A | 6.3 | 17 | 535 | 1572 | 508 | 112v | 508 | 90v | 192^ | 192^ | 209^ | 297^ | 840 | 175^ | 385^ | 448^ | 429^ | 392^ | 63v | 63v | 161^ | 103v |
| 7.30 - 8.00 | | | | A | 6.2 | 15 | 526 | 1578 | 542 | 101v | 561 | 79v | 227^ | 240^ | 227^ | 321^ | 788 | 196^ | 403^ | 468^ | 391^ | 320^ | 45v | 45v | 184^ | 104v |
| NBC SPORTS SPECIAL(S) | | | 158 | A | 3.0 | 10 | 255 | 1675 | 459^ | LT | 459^ | 149v | 240v | 240v | 134v | 219v | 874^ | 427^ | 646^ | 523^ | 321^ | 184v | 83v | 27v | 259^ | 87v |
| 2 SUN. 3.00P 60 NBC SE | | | 89 | | | | | | | | | | | | | | | | | | | | | | | |
| 3.00 - 3.30 | | | | A | 2.6 | 9 | 221 | 1285 | 317^ | LT | 317^ | 40v | 96v | 96v | 104v | 221v | 696^ | 253v | 470^ | 366^ | 330^ | 190v | 118v | 63v | 154v | 32v |
| 3.30 - 4.00 | | | | A | 3.4 | 12 | 289 | 1934 | 557^ | LT | 557^ | 229^ | 343^ | 343^ | 151v | 214v | 992 | 557^ | 770^ | 627^ | 303^ | 176v | 49v | LT | 336^ | 125v |
| NCAA MEN'S GYMNASTICS(S) | | 181 | | A | 3.1 | 12 | 263 | 1163 | 335^ | LT | 380^ | 133v | 133v | 87v | LT | 247^ | 616^ | 357^ | 357^ | 348^ | 156v | 119v | LT | LT | 167v | LT |
| 1 SAT. 1.30P 60 CBS SE | | 90 | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.30 - 2.00 | | | | A | 3.1 | 12 | 263 | 1198 | 347^ | LT | 438^ | 167v | 167v | 75v | LT | 271^ | 574^ | 327^ | 327^ | 331^ | 140v | 107v | LT | LT | 186v | LT |
| 2.00 - 2.30 | | | | A | 3.1 | 12 | 263 | 1110 | 319^ | LT | 319^ | 95v | 95v | 95v | LT | 224v | 643^ | 381^ | 381^ | 364^ | 166v | 122v | LT | LT | 148v | LT |
| NCAA WOMEN'S GYMNASTICS(S) | | 188 | | A | 3.3 | 10 | 280 | 857^ | 549^ | 318^ | 553^ | 232^ | 318^ | 257^ | 186v | 167v | 304^ | 129v | 129v | 79v | 68v | 164v | LT | LT | LT | LT |
| 1 SAT. 5.05P 55 CBS SE | | 93 | | | | | | | | | | | | | | | | | | | | | | | | |
| 5.00 - 5.30 | | | | A | 2.7 | 8 | 229 | 786^ | 481^ | 298^ | 481^ | 197v | 297^ | 279^ | 178v | 106v | 305^ | 161v | 161v | 104v | 44v | 131v | LT | LT | LT | LT |
| 5.30 - 6.00 | | | | A | 3.7 | 10 | 314 | 917 | 608^ | 341^ | 608^ | 261^ | 341^ | 248^ | 192v | 207^ | 309^ | 111v | 111v | 65v | 84v | 187v | LT | LT | LT | LT |
| NEW SCOOBY DOO MYSTERIES | 30 | 197 | 200 | A | 3.8 | 15 | 323 | 1384 | 383^ | 114^ | 387^ | 142^ | 244^ | 319^ | 232^ | 68v | 115^ | 25v | 25v | 25v | 74v | 90v | 139^ | LT | 743 | 399 |
| SAT. 10.30A 30 ABC CA | | 95 | 97 | B | 4.9 | 17 | 416 | 1677 | 288 | 105 | 341 | 183 | 252 | 176 | 118 | 77 | 257 | 141 | 195 | 146 | 84 | 49 | 221 | 104 | 858 | 457 |
| ONE TO GROW ON-8:28AM | 32 | 195 | 193 | A | 4.0 | 25 | 340 | 2038 | 257^ | 80v | 257^ | 80v | 190^ | 190^ | 126^ | 67v | 51v | 40v | 40v | 40v | LT | LT | 231^ | 143^ | 1499 | 966 |
| SAT. 8.28A 2 NBC CN | | 95 | 95 | B | 4.3 | 25 | 365 | 1577 | 233 | 86 | 261 | 119 | 164 | 123 | 105 | 74 | 156 | 87 | 101 | 96 | 50 | 39 | 184 | 101 | 976 | 654 |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY | START TIME | DUR | NET | PROG. TYPE¤ | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ONE TO GROW ON-8:58AM | | | | | 32 | 195 | 195 | A | 5.1 | 25 | 433 | 1478 | 111^ | LT | 115^ | 19v | 58v | 58v | 55v | 57v | 78^ | 65v | 65v | 28v | LT | 13v | 137^ | 101^ | 1148 | 687 |
| SAT. | 8.58A | 2 | NBC | CN | | 96 | 95 | B | 5.1 | 23 | 433 | 1635 | 274 | 109 | 309 | 160 | 225 | 160 | 118 | 64 | 196 | 104 | 129 | 121 | 62 | 52 | 197 | 102 | 933 | 582 |
| ONE TO GROW ON-10:28AM | | | | | 32 | 202 | 202 | A | 6.9 | 26 | 586 | 2053 | 373 | 68^ | 441 | 226 | 306 | 195^ | 160^ | 123^ | 251 | 154^ | 208^ | 152^ | 78^ | 31v | 255 | 128^ | 1106 | 659 |
| SAT. | 10.28A | 2 | NBC | CN | | 99 | 99 | B | 8.8 | 30 | 747 | 1792 | 333 | 119 | 371 | 204 | 285 | 210 | 143 | 70 | 224 | 136 | 181 | 140 | 64 | 38 | 250 | 153 | 947 | 559 |
| ONE TO GROW ON-10:58AM | | | | | 32 | 204 | 200 | A | 6.0 | 23 | 509 | 2420 | 379 | 85^ | 438 | 244^ | 317 | 216^ | 160^ | 111^ | 320 | 225^ | 296 | 212^ | 75^ | 20v | 397 | 240^ | 1265 | 752 |
| SAT. | 10.58A | 2 | NBC | CN | | 98 | 98 | B | 7.9 | 27 | 671 | 1793 | 323 | 102 | 364 | 206 | 276 | 195 | 131 | 74 | 203 | 117 | 153 | 122 | 59 | 40 | 271 | 171 | 955 | 563 |
| ONE TO GROW ON-12:28PM | | | | | 31 | 133 | 133 | A | 3.3 | 13 | 280 | 1679 | 254^ | LT | 254^ | 158^ | 158^ | 64v | LT | 96v | 139^ | 79v | 79v | 72v | LT | 60v | 514 | 163^ | 772 | 426^ |
| SAT. | 12.28P | 2 | NBC | CN | | 73 | 68 | B | 4.8 | 16 | 408 | 1636 | 305 | 95 | 340 | 172 | 231 | 178 | 122 | 98 | 275 | 154 | 206 | 158 | 82 | 56 | 233 | 89 | 788 | 423 |
| PINK PANTHER AND SONS | | | | | 29 | 196 | 196 | A | 4.4 | 23 | 374 | 1535 | 115^ | LT | 120^ | 21v | 61v | 61v | 57v | 59v | 69v | 51v | 58v | 35v | LT | LT | 126^ | 88^ | 1220 | 773 |
| SAT. | 8.30A | 30 | NBC | CA | | 96 | 96 | B | 4.7 | 23 | 399 | 1634 | 260 | 97 | 291 | 149 | 204 | 149 | 108 | 65 | 187 | 98 | 125 | 124 | 65 | 44 | 210 | 100 | 946 | 620 |
| POLE POSITION | | | | | 5 | | 118 | A | 2.0 | 8 | 170 | 1312^ | 117v | LT | 117v | LT | 117v | 117v | 117v | LT | 59v | LT | LT | LT | LT | 59v | 76v | LT | 1060^ | 1060^ |
| 2 SAT. | 1.30P | 30 | CBS | CA | | | 57 | B | 2.5 | 9 | 212 | 1536 | 287 | 90 | 304 | 95 | 243 | 204 | 189 | 52 | 266 | 93 | 165 | 122 | 99 | 84 | 272 | 94 | 694 | 456 |
| PRYOR'S PLACE | | | | | 32 | 173 | 191 | A | 3.4 | 14 | 289 | 1464 | 426^ | 83v | 478 | 135^ | 297^ | 266^ | 200^ | 166^ | 246^ | 94v | 180^ | 145^ | 114^ | 66v | 231^ | 31v | 509 | 316^ |
| SAT. | 11.30A | 30 | CBS | CL | | 87 | 94 | B | 4.4 | 15 | 374 | 1730 | 406 | 179 | 483 | 232 | 334 | 240 | 154 | 130 | 331 | 177 | 251 | 195 | 116 | 73 | 209 | 90 | 707 | 423 |
| RUBIK, THE AMAZING CUBE | | | | | 2 | 201 | 201 | A | 4.6 | 17 | 391 | 1645 | 280^ | 85^ | 280^ | 92^ | 178^ | 181^ | 188^ | 73v | 204^ | 107^ | 107^ | 41v | 64v | 97^ | 237^ | 63v | 924 | 593 |
| SAT. | 10.00A | 30 | ABC | CA | | 98 | 98 | B | 4.6 | 17 | 391 | 1645 | 280 | 85 | 280 | 92 | 178 | 181 | 188 | 73 | 204 | 107 | 107 | 41 | 64 | 97 | 237 | 63 | 924 | 593 |
| SCARY SCOOBY DOO FUNNIES | | | | | 29 | 192 | 193 | A | 4.3 | 17 | 365 | 1299 | 332^ | 17v | 378 | 175^ | 284^ | 208^ | 203^ | 88v | 236^ | 57v | 77v | 38v | 126^ | 159^ | 137^ | 33v | 548 | 277^ |
| SAT. | 11.00A | 30 | ABC | CA | | 94 | 95 | B | 5.2 | 17 | 441 | 1612 | 298 | 105 | 371 | 213 | 285 | 182 | 126 | 73 | 237 | 126 | 176 | 137 | 82 | 51 | 195 | 102 | 809 | 425 |
| SATURDAY SUPERCADE | | | | | 6 | 134 | 134 | A | 2.1 | 9 | 178 | 1539 | 270^ | 50v | 359^ | 100v | 202^ | 202^ | 153v | 106v | 208^ | 140v | 140v | 145v | 51v | 63v | 169v | 45v | 803 | 601^ |
| SAT. | 12.30P | 60 | CBS | CA | | 65 | 64 | B | 2.8 | 11 | 238 | 1795 | 397 | 129 | 449 | 227 | 324 | 286 | 156 | 84 | 255 | 120 | 185 | 140 | 83 | 69 | 277 | 79 | 814 | 499 |
| 12.30 - 1.00 | | | | | | | | A | 1.8 | 8 | 153 | 1641 | 366^ | 72v | 497^ | 138v | 269^ | 275^ | 196v | 163v | 261^ | 177v | 177v | 184v | 44v | 77v | 124v | 32v | 759^ | 569^ |
| 1.00 - 1.30 | | | | | | | | A | 2.4 | 10 | 204 | 1397 | 172^ | 30v | 230^ | 68v | 136v | 132v | 103v | 59v | 152v | 107v | 107v | 107v | 45v | 45v | 197^ | 54v | 818 | 613^ |
| SCHOOLHOUSE ROCK-8:25AM | | | | | 32 | 191 | 191 | A | 3.1 | 19 | 263 | 2772 | 305^ | 168^ | 324^ | 233^ | 291^ | 208^ | 91v | 19v | 341^ | 103v | 216^ | 255^ | 194^ | 86v | 447^ | 78v | 1660 | 1230 |
| SAT. | 8.25A | 4 | ABC | CN | | 96 | 96 | B | 3.3 | 19 | 280 | 1821 | 231 | 74 | 269 | 114 | 182 | 147 | 99 | 82 | 218 | 116 | 156 | 132 | 67 | 55 | 240 | 101 | 1094 | 693 |
| SCHOOLHOUSE ROCK-9:55AM | | | | | 32 | 201 | 202 | A | 4.5 | 17 | 382 | 1725 | 293^ | 53v | 293^ | 123^ | 193^ | 243^ | 170^ | 50v | 122^ | 76v | 101^ | 82v | 25v | 21v | 372 | 128^ | 938 | 629 |
| SAT. | 9.55A | 4 | ABC | CN | | 99 | 99 | B | 4.8 | 17 | 408 | 1703 | 256 | 91 | 298 | 111 | 206 | 174 | 141 | 80 | 243 | 121 | 194 | 144 | 95 | 46 | 205 | 67 | 957 | 589 |
| SCHOOLHOUSE ROCK-10:25AM | | | | | 2 | 201 | 201 | A | 4.3 | 16 | 365 | 1540 | 268^ | 55v | 268^ | 62v | 161^ | 195^ | 206^ | 73v | 234^ | 146^ | 146^ | 48v | 63v | 88v | 167^ | LT | 871 | 546 |
| SAT. | 10.25A | 4 | ABC | CN | | 98 | 98 | B | 4.3 | 16 | 365 | 1540 | 268 | 55 | 268 | 62 | 161 | 195 | 206 | 73 | 234 | 146 | 146 | 48 | 63 | 88 | 167 | LT | 871 | 546 |
| SCHOOLHOUSE ROCK-11:25AM | | | | | 29 | 192 | 193 | A | 4.1 | 16 | 348 | 1293 | 329^ | 20v | 369 | 155^ | 270^ | 193^ | 214^ | 92v | 240^ | 59v | 73v | 40v | 129^ | 167^ | 149^ | 34v | 535 | 256^ |
| SAT. | 11.25A | 4 | ABC | CN | | 94 | 95 | B | 5.0 | 17 | 425 | 1597 | 293 | 103 | 364 | 205 | 278 | 177 | 126 | 73 | 245 | 133 | 181 | 139 | 81 | 55 | 200 | 104 | 788 | 407 |
| SMURFS I | | | | | 32 | 203 | 203 | A | 5.4 | 23 | 458 | 2133 | 334 | 72^ | 365 | 207^ | 318 | 196^ | 128^ | 47v | 262^ | 111^ | 234^ | 213^ | 136^ | 19v | 312 | 139^ | 1194 | 693 |
| SAT. | 9.00A | 30 | NBC | CA | | 99 | 99 | B | 6.2 | 25 | 526 | 1761 | 345 | 117 | 380 | 199 | 288 | 209 | 149 | 69 | 236 | 139 | 176 | 150 | 72 | 44 | 216 | 133 | 929 | 559 |
| SMURFS II | | | | | 32 | 203 | 203 | A | 6.9 | 27 | 586 | 1922 | 362 | 87^ | 362 | 225 | 296 | 209^ | 94^ | 56v | 281 | 146^ | 235 | 241 | 114^ | 21v | 186^ | 125^ | 1093 | 611 |
| SAT. | 9.30A | 30 | NBC | CA | | 99 | 99 | B | 8.3 | 30 | 705 | 1783 | 337 | 124 | 369 | 205 | 290 | 218 | 135 | 57 | 237 | 141 | 184 | 155 | 75 | 41 | 220 | 140 | 957 | 568 |
| SMURFS III | | | | | 32 | 203 | 203 | A | 7.4 | 28 | 628 | 2092 | 354 | 66^ | 425 | 233 | 308 | 198^ | 138^ | 103^ | 230 | 138^ | 195^ | 146^ | 75^ | 23v | 247 | 132^ | 1190 | 671 |
| SAT. | 10.00A | 30 | NBC | CA | | 99 | 99 | B | 9.3 | 32 | 790 | 1814 | 335 | 117 | 370 | 210 | 290 | 218 | 136 | 60 | 220 | 136 | 178 | 139 | 64 | 35 | 245 | 153 | 979 | 576 |
| SNORKS | | | | | 29 | 196 | 194 | A | 3.4 | 23 | 289 | 1955 | 234^ | 76v | 238^ | 58v | 160^ | 160^ | 122^ | 78v | 51v | 41v | 41v | 41v | LT | LT | 226^ | 124^ | 1440 | 918 |
| SAT. | 8.00A | 30 | NBC | CA | | 96 | 96 | B | 3.8 | 24 | 323 | 1628 | 231 | 83 | 257 | 109 | 153 | 127 | 112 | 75 | 161 | 84 | 99 | 104 | 57 | 39 | 193 | 105 | 1017 | 701 |
| SPIDERMAN AND FRIENDS | | | | | 26 | 135 | 133 | A | 3.6 | 15 | 306 | 1716 | 251^ | LT | 251^ | 141^ | 141^ | 69v | LT | 110^ | 120^ | 52v | 52v | 45v | 20v | 68v | 566 | 196^ | 779 | 410^ |
| SAT. | 12.00N | 30 | NBC | CA | | 75 | 68 | B | 5.2 | 17 | 441 | 1686 | 299 | 89 | 333 | 171 | 231 | 193 | 119 | 86 | 277 | 157 | 214 | 165 | 83 | 49 | 237 | 86 | 839 | 460 |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY, START TIME, DUR, NET, PROG. TYPE¤ | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SPORTSBEAT | 16 | 90 | | A | 1.2 | 4 | 102 | 1422^ | 274v | 98v | 411v | 177v | 177v | 177v | 116v | 234v | 451v | LT | 147v | 207v | 333v | 244v | 128v | LT | 432v | 432v |
| 1 SUN. 2.00P 30 ABC SC | | 62 | | B | 1.4 | 4 | 119 | 1045 | 366 | 136 | 448 | 141 | 219 | 216 | 183 | 194 | 430 | 131 | 253 | 228 | 190 | 167 | 50 | LT | 117 | 91 |
| SPORTSWORLD | 11 | | 174 | A | 4.6 | 15 | 391 | 1409 | 501^ | 210^ | 501^ | 186^ | 250^ | 250^ | 133v | 251^ | 866 | 329^ | 580^ | 622^ | 458^ | 198^ | LT | LT | 42v | 39v |
| 2 SUN. 4.00P 120 NBC SA | | | 91 | B | 4.9 | 13 | 416 | 1469 | 461 | 147 | 501 | 131 | 249 | 251 | 232 | 219 | 724 | 288 | 462 | 451 | 346 | 195 | 80 | 28 | 164 | 133 |
| 4.00 - 4.30 | | | | A | 4.3 | 14 | 365 | 1627 | 520^ | 216^ | 520^ | 215^ | 271^ | 271^ | 104v | 249^ | 1060 | 515^ | 811 | 786 | 462^ | 192^ | LT | LT | 47v | 42v |
| 4.30 - 5.00 | | | | A | 4.9 | 16 | 416 | 1438 | 462^ | 159^ | 462^ | 159^ | 231^ | 231^ | 112v | 231^ | 976 | 442^ | 713 | 707 | 445^ | 207^ | LT | LT | LT | LT |
| 5.00 - 5.30 | | | | A | 5.1 | 16 | 433 | 1473 | 535^ | 231^ | 535^ | 196^ | 258^ | 258^ | 140v | 277^ | 906 | 326^ | 601 | 659 | 480^ | 211^ | LT | LT | 32v | 32v |
| 5.30 - 6.00 | | | | A | 4.0 | 12 | 340 | 1053 | 485^ | 238^ | 485^ | 176v | 238^ | 238^ | 177v | 247^ | 482^ | LT | 150v | 303^ | 447^ | 179v | LT | LT | 86v | 86v |
| SUNDAY MORNING | 31 | 174 | 176 | A | 4.2 | 19 | 357 | 1286 | 613 | 218^ | 641 | 112^ | 229^ | 269^ | 345^ | 338^ | 495 | 129^ | 266^ | 325^ | 280^ | 170^ | 23v | LT | 127^ | 20v |
| SUN. 9.00A 90 CBS N | | 94 | 96 | B | 4.7 | 19 | 399 | 1301 | 585 | 215 | 612 | 109 | 232 | 258 | 320 | 324 | 566 | 160 | 315 | 329 | 302 | 207 | 40 | LT | 83 | 39 |
| 9.00 - 9.30 | | | | A | 3.8 | 19 | 323 | 1155 | 523 | 148^ | 551 | 124^ | 143^ | 167^ | 223^ | 350^ | 521 | 152^ | 282^ | 331^ | 266^ | 190^ | LT | LT | 71v | LT |
| 9.30 - 10.00 | | | | A | 4.4 | 20 | 374 | 1340 | 663 | 222^ | 676 | 101^ | 256^ | 294^ | 381 | 353 | 501 | 148^ | 260^ | 338^ | 278^ | 163^ | 13v | LT | 150^ | 26v |
| 10.00 - 10.30 | | | | A | 4.3 | 19 | 365 | 1381 | 660 | 290^ | 706 | 118^ | 285^ | 342^ | 424 | 323^ | 487 | 97^ | 272^ | 326^ | 306^ | 161^ | 39v | LT | 149^ | 27v |
| SUPERFRIENDS: SUPERPOWERS | 32 | 196 | 196 | A | 4.2 | 22 | 357 | 2160 | 287^ | 157^ | 312^ | 178^ | 245^ | 209^ | 134^ | 29v | 236^ | 104^ | 173^ | 164^ | 132^ | 35v | 390 | 108^ | 1222 | 881 |
| SAT. 8.30A 30 ABC CA | | 97 | 97 | B | 4.1 | 20 | 348 | 1799 | 219 | 70 | 257 | 108 | 178 | 141 | 101 | 73 | 223 | 121 | 171 | 141 | 75 | 48 | 265 | 112 | 1054 | 672 |
| SUPERFRIENDS:SUPERPOWERS2 | 26 | 191 | 191 | A | 2.7 | 19 | 229 | 2926 | 377^ | 267^ | 398^ | 275^ | 337^ | 242^ | 100v | 50v | 375^ | 100v | 237^ | 264^ | 216^ | 111v | 439^ | 91v | 1714 | 1307 |
| SAT. 8.00A 30 ABC CA | | 96 | 96 | B | 3.0 | 18 | 255 | 1866 | 236 | 88 | 280 | 127 | 188 | 155 | 93 | 86 | 235 | 123 | 160 | 142 | 73 | 67 | 230 | 92 | 1121 | 733 |
| THIS WEEK-DAVID BRINKLEY | 27 | 185 | | A | 3.5 | 13 | 297 | 1178 | 720^ | 263^ | 767^ | 202v | 286^ | 262^ | 225^ | 444^ | 361^ | LT | 102v | 102v | 162v | 259^ | LT | LT | 50v | LT |
| 1 SUN. 11.30A 60 ABC N | | 95 | | B | 4.0 | 12 | 340 | 1298 | 613 | 183 | 631 | 88 | 201 | 203 | 263 | 393 | 567 | 140 | 234 | 214 | 244 | 289 | 34 | LT | 66 | 44 |
| 11.30 - 12.00 | | | | A | 3.3 | 12 | 280 | 1243 | 718^ | 236^ | 786^ | 199v | 275^ | 240^ | 219v | 478^ | 397^ | LT | 157v | 157v | 203v | 240^ | LT | LT | 60v | LT |
| 12.00 - 12.30 | | | | A | 3.8 | 14 | 323 | 1071 | 697^ | 276^ | 715^ | 195v | 282^ | 269^ | 217^ | 396^ | 316^ | LT | 46v | 46v | 118v | 270^ | LT | LT | 40v | LT |
| THIS WK-DAVID BRINKLEY(B) | | | 112 | A | 2.4 | 9 | 204 | 1118^ | 436^ | 141v | 436^ | LT | 49v | 49v | 162v | 387^ | 677^ | 138v | 269v | 269v | 367^ | 408^ | LT | LT | LT | LT |
| 2 SUN. 11.30A 60 ABC N | | | 79 | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 2.1 | 8 | 178 | 1146^ | 439^ | 147v | 439^ | LT | LT | LT | 96v | 439^ | 696^ | 140v | 258v | 258v | 427^ | 438^ | LT | LT | LT | LT |
| 12.00 - 12.30 | | | | A | 2.7 | 10 | 229 | 1087 | 432^ | 136v | 432^ | LT | 83v | 83v | 209v | 349^ | 655^ | 136v | 275v | 275v | 318^ | 380^ | LT | LT | LT | LT |
| TOURN. OF CHAMPIONS-SAT.(S) | | | 200 | A | 2.0 | 7 | 170 | 1224^ | 488^ | 206v | 488^ | 65v | 105v | 288v | 352v | 200v | 489^ | 76v | 247v | 224v | 230v | 218v | 183v | 171v | 64v | 64v |
| 2 SAT. 3.00P 130 ABC SE | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 3.00 - 3.30 | | | | A | 1.8 | 7 | 153 | 1203^ | 438^ | 170v | 438^ | 53v | 53v | 276v | 327v | 162v | 596^ | 138v | 386v | 307v | 248v | 210v | 117v | 117v | 52v | 52v |
| 3.30 - 4.00 | | | | A | 1.5 | 6 | 127 | 1173^ | 410^ | 182v | 410v | 55v | 55v | 331v | 355v | 79v | 559^ | 173v | 425v | 347v | 252v | 134v | 141v | 141v | 63v | 63v |
| 4.00 - 4.30 | | | | A | 2.0 | 7 | 170 | 1241^ | 459^ | 183v | 459^ | 58v | 82v | 235v | 331v | 224v | 529^ | 29v | 265v | 236v | 283v | 264v | 194v | 194v | 59v | 59v |
| 4.30 - 5.00 | | | | A | 2.4 | 8 | 204 | 1211^ | 579^ | 255v | 579^ | 74v | 177v | 329^ | 411^ | 250v | 373^ | LT | 78v | 118v | 158v | 241v | 186v | 186v | 73v | 73v |
| 5.00 - 5.30 | | | | A | 2.8 | 9 | 238 | 1366 | 517^ | 256v | 517^ | 71v | 134v | 231v | 290^ | 286^ | 404^ | 42v | 105v | 168v | 282^ | 194v | 336^ | 227v | 109v | 109v |
| TOURN. OF CHAMPIONS-SUN.(S) | | | 188 | A | 2.2 | 8 | 187 | 1086^ | 664^ | 219v | 717^ | 224v | 315v | 470^ | 369^ | 188v | 150v | LT | LT | LT | 37v | 134v | 32v | LT | 187v | 85v |
| 2 SUN. 12.30P 120 ABC SE | | | 94 | | | | | | | | | | | | | | | | | | | | | | | |
| 12.30 - 1.00 | | | | A | 1.8 | 7 | 153 | 1294^ | 680^ | 144v | 680^ | 170v | 170v | 497^ | 450^ | 157v | 111v | 39v | 39v | 39v | LT | 72v | 124v | LT | 379v | 183v |
| 1.00 - 1.30 | | | | A | 2.4 | 9 | 204 | 1137^ | 667^ | 132v | 686^ | 132v | 255v | 514^ | 461^ | 152v | 132v | LT | LT | LT | 53v | 132v | 30v | LT | 289v | 167v |
| 1.30 - 2.00 | | | | A | 2.2 | 7 | 187 | 1016^ | 695^ | 198v | 748^ | 198v | 305v | 503^ | 417^ | 192v | 151v | LT | LT | LT | 38v | 151v | LT | LT | 117v | LT |
| 2.00 - 2.30 | | | | A | 2.3 | 8 | 195 | 954^ | 626^ | 411^ | 765^ | 411^ | 519^ | 380^ | 164v | 246v | 189v | 24v | 24v | LT | 41v | 165v | LT | LT | LT | LT |
| TOURN. OF CHAMPIONS-SA(S) | | 182 | | A | 4.2 | 13 | 357 | 1246 | 336^ | 28v | 336^ | LT | 28v | 37v | 27v | 299^ | 691^ | 72v | 204^ | 244^ | 311^ | 447^ | 101v | LT | 118v | LT |
| 1 SAT. 4.38P 82 NBC SE | | 95 | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.30 - 5.00 | | | | A | 5.0 | 16 | 425 | 1169 | 348^ | 33v | 348^ | 33v | 33v | 61v | 28v | 287^ | 731 | 94v | 203^ | 256^ | 339^ | 475^ | 52v | LT | 38v | 38v |
| 5.00 - 5.30 | | | | A | 3.9 | 12 | 331 | 1341 | 336^ | LT | 336^ | LT | LT | LT | LT | 336^ | 757 | 127v | 245^ | 289^ | 307^ | 468^ | 126v | LT | 122v | LT |
| 5.30 - 6.00 | | | | A | 3.8 | 11 | 323 | 1272 | 334^ | 50v | 334^ | LT | 49v | 49v | 49v | 285^ | 606^ | LT | 170v | 192v | 297^ | 414^ | 130v | LT | 202^ | LT |
| TOURN. OF CHAMPIONS-SU(S) CONT'D | | 191 | | A | 4.2 | 12 | 357 | 1308 | 529^ | 28v | 562^ | 34v | 108v | 82v | 157v | 446^ | 525^ | 57v | 132v | 92v | 176v | 376^ | 87v | 55v | 134v | 62v |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18–34 | WOMEN 18–49 | WOMEN 25–54 | WOMEN 35–64 | WOMEN 55+ | MEN TOTAL | MEN 18–34 | MEN 18–49 | MEN 25–54 | MEN 35–64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TOURN. OF CHAMPION-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 SUN. 4.00P 120 NBC SE | | 98 | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.00 - 4.30 | | | | A | 3.7 | 11 | 314 | 1446 | 548^ | 54v | 548^ | LT | 104v | 127v | 220^ | 421^ | 464^ | 76v | 143v | 67v | 155v | 321^ | 99v | 99v | 335^ | 280^ |
| 4.30 - 5.00 | | | | A | 4.0 | 11 | 340 | 1318 | 518^ | 36v | 518^ | LT | 41v | 47v | 147v | 471^ | 555^ | 76v | 170v | 132v | 203^ | 347^ | 168v | 56v | 77v | LT |
| 5.00 - 5.30 | | | | A | 4.2 | 12 | 357 | 1328 | 552^ | LT | 600^ | 47v | 107v | 71v | 139v | 482^ | 549^ | 31v | 93v | 90v | 174v | 428^ | 75v | 50v | 104v | LT |
| 5.30 - 6.00 | | | | A | 5.0 | 13 | 425 | 1134 | 483^ | 17v | 556^ | 74v | 151^ | 77v | 125v | 405^ | 499^ | 40v | 120v | 80v | 166^ | 379^ | 23v | 23v | 56v | LT |
| 20/20 SPEC.(S) | | 189 | | A | 2.8 | 11 | 238 | 1546 | 244v | 118v | 354^ | 193v | 215v | 127v | 118v | 122v | 479^ | 117v | 168v | 51v | 201v | 311^ | 234v | 121v | 479^ | 366^ |
| 1 SAT. 12.30P 60 ABC DN | | 95 | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.30 - 1.00 | | | | A | 2.8 | 11 | 238 | 1718 | 252v | 101v | 357^ | 182v | 223v | 151v | 142v | 100v | 433^ | 130v | 130v | LT | 169v | 303^ | 348^ | 121v | 580^ | 479^ |
| 1.00 - 1.30 | | | | A | 2.9 | 12 | 246 | 1305 | 228v | 130v | 325^ | 194v | 194v | 96v | 87v | 131v | 504^ | 102v | 200v | 98v | 227v | 304^ | 118v | 118v | 358^ | 240v |
| TURBO TEEN | 32 | 201 | 202 | A | 4.3 | 17 | 365 | 1740 | 285^ | 52v | 285^ | 118^ | 181^ | 235^ | 167^ | 50v | 118^ | 80v | 99^ | 80v | 19v | 19v | 356 | 159^ | 981 | 633 |
| SAT. 9.30A 30 ABC CA | | 99 | 99 | B | 5.0 | 18 | 425 | 1721 | 259 | 97 | 300 | 117 | 213 | 179 | 139 | 76 | 234 | 122 | 189 | 140 | 84 | 43 | 200 | 71 | 987 | 619 |
| USFL FOOTBALL | 11 | 162 | 165 | A | 3.1 | 10 | 263 | 1388 | 394^ | 212^ | 410^ | 84v | 217^ | 186^ | 262^ | 190^ | 856 | 247^ | 502 | 369^ | 445^ | 323^ | 46v | LT | 76v | 58v |
| 1 SUN. 2.30P 192 ABC SE | | 85 | 86 | B | 4.7 | 13 | 399 | 1479 | 443 | 181 | 469 | 127 | 254 | 243 | 247 | 182 | 843 | 261 | 468 | 416 | 395 | 330 | 60 | 20 | 107 | 69 |
| 2 SUN. 2.30P 198 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.30 - 3.00 | | | | A | 2.9 | 9 | 246 | 1248 | 430^ | 187^ | 483^ | 118v | 240^ | 191^ | 232^ | 243^ | 715 | 146^ | 414^ | 431^ | 448^ | 272^ | 33v | LT | LT | LT |
| 3.00 - 3.30 | | | | A | 2.9 | 9 | 246 | 1573 | 436^ | 208^ | 468^ | 109v | 260^ | 215^ | 241^ | 208^ | 919 | 375^ | 606 | 411^ | 403^ | 275^ | 59v | LT | 127v | 81v |
| 3.30 - 4.00 | | | | A | 3.3 | 11 | 280 | 1625 | 385^ | 196^ | 413^ | 129^ | 207^ | 176^ | 182^ | 206^ | 996 | 381^ | 622 | 450^ | 455 | 332^ | 51v | LT | 165^ | 94v |
| 4.00 - 4.30 | | | | A | 3.0 | 9 | 255 | 1345 | 400^ | 224^ | 400^ | 97v | 204^ | 173^ | 279^ | 196^ | 796 | 212^ | 456^ | 326^ | 443^ | 309^ | 70v | LT | 79v | 79v |
| 4.30 - 5.00 | | | | A | 3.2 | 10 | 272 | 1188 | 313^ | 210^ | 313^ | 59v | 143^ | 114v | 254^ | 170^ | 755 | 174^ | 393^ | 302^ | 423^ | 313^ | 58v | LT | 62v | 62v |
| 5.00 - 5.30 | | | | A | 3.6 | 11 | 306 | 1239 | 352^ | 209^ | 352^ | 27v | 206^ | 192^ | 287^ | 133^ | 814 | 162^ | 427 | 310^ | 448 | 361^ | 28v | LT | 45v | 45v |
| 5.30 - 6.00 | | | | A | 3.4 | 10 | 289 | 1384 | 456 | 246^ | 460 | 31v | 257^ | 249^ | 392^ | 180^ | 911 | 242^ | 554 | 328^ | 475 | 357^ | LT | LT | LT | LT |



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **WEEK 1** | | | | | | | | | | | | | | | | |
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 22,580<br>26.6 | | | | | | | | | | | |
| ABC TV program | | | | | ABC MONDAY NIGHT MOVIE — APOCALYPSE NOW (R)(SD) | | | | | | | | | | | |
| ABC TV AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. % | | | | | 10,530<br>12.4<br>20<br>12.0 | 11.7*<br>21 *<br>11.4 | 11.6 | 11.8*<br>19 *<br>12.0 | 12.3 | 12.5*<br>20 *<br>12.7 | 12.8 | 12.7*<br>19 *<br>12.7 | 12.9 | 13.3*<br>21 *<br>13.6 | 13.3 | 12.5*<br>21 *<br>11.6 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 18,250<br>21.5 | | | | 16,050<br>18.9 | | 17,740<br>20.9 | | 17,400<br>20.5 | | | |
| CBS TV program | | | | | SCARECROW & MRS. KING (R)(SUS-SD) | | | | KATE & ALLIE (R) | | NEWHART (R)(SD) | | CAGNEY & LACEY (R) | | | |
| CBS TV AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. % | | | | | 13,070<br>15.4<br>26<br>13.6 | 14.3*<br>25 *<br>15.0 | 16.1 | 16.6*<br>27 *<br>17.0 | 13,840<br>16.3<br>26<br>15.9 | 16.8 | 15,620<br>18.4<br>28<br>18.0 | 18.8 | 12,740<br>15.0<br>24<br>16.1 | 15.4*<br>24 *<br>14.7 | 14.7 | 14.6*<br>25 *<br>14.4 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 20,290<br>23.9 | | | | | | | | 16,810<br>19.8 | | | |
| NBC TV program | | | | | NBC MONDAY NIGHT MOVIES — ADAM (R)(SD) | | | | | | | | MISSING: YOU SEEN-PERSON | | | |
| NBC TV AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. % | | | | | 12,650<br>14.9<br>24<br>12.5 | 13.0*<br>23 *<br>13.6 | 14.5 | 14.8*<br>24 *<br>15.2 | 15.7 | 15.6*<br>25 *<br>15.5 | 15.9 | 16.0*<br>24 *<br>16.2 | 14,010<br>16.5<br>27<br>16.2 | 16.3*<br>26 *<br>16.4 | 16.8 | 16.6*<br>28 *<br>16.4 |
| **WEEK 2** | | | | | | | | | | | | | | | | |
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 13,500<br>15.9 | | | | 21,730<br>25.6 | | | | | | | |
| ABC TV program | | | | | HARDCASTLE & MCCORMICK (R) | | | | ABC MONDAY NIGHT MOVIE — LACE II, PT.2 (SD) | | | | | | | |
| ABC TV AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. % | | | | | 9,680<br>11.4<br>19<br>10.8 | 11.0*<br>19 *<br>11.2 | 11.5 | 11.8*<br>19 *<br>12.0 | 13,920<br>16.4<br>25<br>15.1 | 15.4*<br>23 *<br>15.7 | 15.7 | 16.0*<br>24 *<br>16.3 | 16.9 | 17.1*<br>27 *<br>17.2 | 17.3 | 17.2*<br>28 *<br>17.1 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 16,300<br>19.2 | | | | 16,900<br>19.9 | | 17,490<br>20.6 | | 16,130<br>19.0 | | | |
| CBS TV program | | | | | SCARECROW & MRS. KING (SD) | | | | KATE & ALLIE | | NEWHART (SD) | | CAGNEY & LACEY (R) | | | |
| CBS TV AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. % | | | | | 12,400<br>14.6<br>25<br>13.5 | 13.9*<br>24 *<br>14.2 | 15.2 | 15.4*<br>25 *<br>15.6 | 14,350<br>16.9<br>26<br>16.1 | 17.8 | 15,370<br>18.1<br>27<br>18.2 | 18.0 | 12,400<br>14.6<br>23<br>15.0 | 15.0*<br>23 *<br>15.0 | 14.4 | 14.3*<br>23 *<br>14.2 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 18,000<br>21.2 | | | | 23,860<br>28.1 | | | | | | | |
| NBC TV program | | | | | TV BLOOPERS & PRAC. JOKES (SD) | | | | COUNTRY MUSIC AWARDS (9:00-11:01PM) (SD)(-OP) | | | | | | | |
| NBC TV AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. % | | | | | 12,740<br>15.0<br>25<br>13.5 | 14.2*<br>25 *<br>15.0 | 15.4 | 15.8*<br>26 *<br>16.1 | 14,600<br>17.2<br>27<br>16.1 | 16.7*<br>25 *<br>17.2 | 17.0 | 16.9*<br>25 *<br>16.8 | 17.6 | 17.6*<br>27 *<br>17.7 | 18.0 | 17.7*<br>29 *<br>17.5 |
| TV HOUSEHOLDS USING TV (See Def. 1) WK. 1 | 51.1 | 53.2 | 53.6 | 54.7 | 55.9 | 58.1 | 60.3 | 61.8 | 62.0 | 63.8 | 65.2 | 65.7 | 64.3 | 62.7 | 60.7 | 57.4 |
| TV HOUSEHOLDS USING TV (See Def. 1) WK. 2 | 51.4 | 53.2 | 54.5 | 56.3 | 56.5 | 58.0 | 59.8 | 61.8 | 64.6 | 67.5 | 66.9 | 67.0 | 64.6 | 63.7 | 62.5 | 60.4 |

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. APR.30, 1985

## WEEK 1

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000)) | | | | | 12,990 | | 13,330 | | 15,370 | | 13,160 | | 15,370 | | | |
| TOTAL AUDIENCE (%) | | | | | 15.3 | | 15.7 | | 18.1 | | 15.5 | | 18.1 | | | |
| Program | | | | | ABC COMEDY SPECIAL | | THREE'S A CROWD (R) | | WHO'S THE BOSS? (R) | | HAIL TO THE CHIEF (SD) | | ← MACGRUDER AND LOUD → | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 11,040 | | 11,720 | | 13,500 | | 11,630 | | 12,140 | | | |
| AVERAGE AUDIENCE (%) | | | | | 13.0 | | 13.8 | | 15.9 | | 13.7 | | 14.3 | 13.9* | | 14.7* |
| SHARE OF AUDIENCE % | | | | | 24 | | 24 | | 26 | | 22 | | 25 | 24 * | | 26 * |
| AVG. AUD. BY ¼ HR. % | | | | | 12.4 | 13.5 | 13.4 | 14.1 | 15.8 | 16.1 | 14.0 | 13.5 | 13.2 | 14.5 | 14.8 | 14.6 |
| **CBS TV** TOTAL AUDIENCE (Households (000)) | | | | | 7,810 | | 7,130 | | 17,150 | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 9.2 | | 8.4 | | 20.2 | | | | | | | |
| Program | | | | | LUCIE ARNAZ SHOW | | JEFFERSONS (SD) | | ← CBS TUESDAY NIGHT MOVIES → LOVING COUPLES (SD) | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 6,370 | | 6,030 | | 10,530 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 7.5 | | 7.1 | | 12.4 | 10.6* | | 12.9* | | 13.2* | | 12.9* |
| SHARE OF AUDIENCE % | | | | | 14 | | 12 | | 21 | 18 * | | 21 * | | 23 * | | 23 * |
| AVG. AUD. BY ¼ HR. % | | | | | 7.7 | 7.3 | 6.7 | 7.4 | 9.8 | 11.3 | 12.6 | 13.2 | 13.5 | 12.9 | 13.1 | 12.7 |
| **NBC TV** TOTAL AUDIENCE (Households (000)) | | | | | 20,380 | | | | 17,150 | | | | 14,690 | | | |
| TOTAL AUDIENCE (%) | | | | | 24.0 | | | | 20.2 | | | | 17.3 | | | |
| Program | | | | | ← A TEAM (R)(SD) → | | | | ← RIPTIDE (R)(SD) → | | | | ← REMINGTON STEELE (R) → | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 14,940 | | | | 12,900 | | | | 10,700 | | | |
| AVERAGE AUDIENCE (%) | | | | | 17.6 | 16.1* | | 19.0* | 15.2 | 15.0* | | 15.5* | 12.6 | 12.1* | | 13.1* |
| SHARE OF AUDIENCE % | | | | | 31 | 29 * | | 33 * | 25 | 25 * | | 25 * | 22 | 21 * | | 23 * |
| AVG. AUD. BY ¼ HR. % | | | | | 15.5 | 16.7 | 19.0 | 19.1 | 15.2 | 14.7 | 15.6 | 15.5 | 12.0 | 12.2 | 13.2 | 13.0 |

## WEEK 2

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000)) | | | | | 11,460 | | 10,360 | | 14,260 | | 14,520 | | 14,520 | | | |
| TOTAL AUDIENCE (%) | | | | | 13.5 | | 12.2 | | 16.8 | | 17.1 | | 17.1 | | | |
| Program | | | | | THREE'S A CROWD (R) | | FOUL UPS, BLEEPS-BLUNDERS | | WHO'S THE BOSS? (R) | | HAIL TO THE CHIEF (SD) | | ← 99 WAYS-ATTRACT-RIGHT MAN → | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 9,590 | | 8,910 | | 12,310 | | 11,890 | | 10,610 | | | |
| AVERAGE AUDIENCE (%) | | | | | 11.3 | | 10.5 | | 14.5 | | 14.0 | | 12.5 | 12.6* | | 12.4* |
| SHARE OF AUDIENCE % | | | | | 20 | | 17 | | 23 | | 22 | | 21 | 20 * | | 21 * |
| AVG. AUD. BY ¼ HR. % | | | | | 10.4 | 12.1 | 10.4 | 10.7 | 13.9 | 15.2 | 13.9 | 14.2 | 12.8 | 12.5 | 12.8 | 12.1 |
| **CBS TV** TOTAL AUDIENCE (Households (000)) | | | | | 14,430 | | | | | | 14,180 | | | | | |
| TOTAL AUDIENCE (%) | | | | | 17.0 | | | | | | 16.7 | | | | | |
| Program | | | | | ← BON VOYAGE, CHARLIE BROWN (SD) → | | | | | | ← AFI SALUTE-GENE KELLY (SD) → | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 8,660 | | | | | | 7,980 | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 10.2 | 9.7* | | 10.4* | | 10.4* | 9.4 | 8.7* | | 9.9* | | 9.7* |
| SHARE OF AUDIENCE % | | | | | 17 | 17 * | | 17 * | | 16 * | 15 | 14 * | | 16 * | | 17 * |
| AVG. AUD. BY ¼ HR. % | | | | | 9.7 | 9.7 | 10.0 | 10.8 | 10.9 | 10.0 | 8.5 | 8.9 | 10.0 | 9.8 | 9.7 | 9.6 |
| **NBC TV** TOTAL AUDIENCE (Households (000)) | | | | | 19,190 | | | | 19,870 | | | | 20,800 | | | |
| TOTAL AUDIENCE (%) | | | | | 22.6 | | | | 23.4 | | | | 24.5 | | | |
| Program | | | | | ← A TEAM (SD) → | | | | ← RIPTIDE → | | | | ← REMINGTON STEELE → | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 14,690 | | | | 14,860 | | | | 16,560 | | | |
| AVERAGE AUDIENCE (%) | | | | | 17.3 | 16.0* | | 18.5* | 17.5 | 16.3* | | 18.6* | 19.5 | 19.4* | | 19.5* |
| SHARE OF AUDIENCE % | | | | | 30 | 29 * | | 31 * | 27 | 25 * | | 29 * | 32 | 31 * | | 33 * |
| AVG. AUD. BY ¼ HR. % | | | | | 15.3 | 16.7 | 18.3 | 18.8 | 16.2 | 16.4 | 18.4 | 18.9 | 19.4 | 19.3 | 19.8 | 19.3 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 49.9 | 51.1 | 51.5 | 53.1 | 54.3 | 55.7 | 57.4 | 59.2 | 59.8 | 61.1 | 61.8 | 61.4 | 58.6 | 58.5 | 57.0 | 55.6 |
| WK. 2 | 48.8 | 50.0 | 51.5 | 53.6 | 54.6 | 57.4 | 59.0 | 61.4 | 63.5 | 64.4 | 64.6 | 64.1 | 63.0 | 61.5 | 59.7 | 57.1 |

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.TUE. MAY 7, 1985

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. MAY 1, 1985

## WEEK 1

### ABC TV

| | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | 13,410 | | | | 24,110 | | | | | | | |
| TOTAL AUDIENCE (%) | 15.8 | | | | 28.4 | | | | | | | |
| Program | ANYTHING FOR A LAUGH (SD) | | | | MISS HOLLYWOOD PAGEANT | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | 9,850 | | | | 13,070 | | | | | | | |
| AVERAGE AUDIENCE (%) | 11.6 | 11.1* | | 12.0* | 15.4 | 13.6* | | 15.2* | | 16.2* | | 16.5* |
| SHARE OF AUDIENCE % | 19 | 19 * | | 19 * | 25 | 21 * | | 24 * | | 26 * | | 28 * |
| AVG. AUD. BY ¼ HR. % | 10.9 | 11.3 | 11.9 | 12.2 | 13.1 | 14.2 | 14.9 | 15.5 | 16.3 | 16.2 | 16.2 | 16.8 |

### CBS TV

| | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | 11,290 | | | | 16,220 | | | | | | | |
| TOTAL AUDIENCE (%) | 13.3 | | | | 19.1 | | | | | | | |
| Program | DOUBLE DARE (SUS-SD) | | | | CBS WEDNESDAY NIGHT MOVIE HEART OF A CHAMPION: THE RAY MANCINI STORY (SD) | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | 8,150 | | | | 9,000 | | | | | | | |
| AVERAGE AUDIENCE (%) | 9.6 | 9.3* | | 9.8* | 10.6 | 10.1* | | 10.5* | | 11.0* | | 11.0* |
| SHARE OF AUDIENCE % | 16 | 16 * | | 16 * | 17 | 16 * | | 17 * | | 18 * | | 19 * |
| AVG. AUD. BY ¼ HR. % | 9.2 | 9.3 | 9.7 | 9.9 | 10.2 | 10.1 | 10.6 | 10.3 | 11.1 | 11.0 | 11.0 | 10.9 |

### NBC TV

| | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | 17,830 | | | | 17,060 | | 15,880 | | 15,880 | | | |
| TOTAL AUDIENCE (%) | 21.0 | | | | 20.1 | | 18.7 | | 18.7 | | | |
| Program | HIGHWAY TO HEAVEN (SD) | | | | FACTS OF LIFE | | SARA | | ST. ELSEWHERE (R) | | | |
| AVERAGE AUDIENCE (Households (000)) | 14,430 | | | | 14,260 | | 13,840 | | 11,800 | | | |
| AVERAGE AUDIENCE (%) | 17.0 | 15.9* | | 18.1* | 16.8 | | 16.3 | | 13.9 | 13.9* | | 13.9* |
| SHARE OF AUDIENCE % | 28 | 27 * | | 29 * | 26 | | 26 | | 23 | 23 * | | 24 * |
| AVG. AUD. BY ¼ HR. % | 15.1 | 16.6 | 18.0 | 18.2 | 16.6 | 16.9 | 15.9 | 16.7 | 13.6 | 14.2 | 14.1 | 13.6 |

## WEEK 2

### ABC TV

| | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | 14,430 | | | | 22,410 | | | | 19,950 | | | |
| TOTAL AUDIENCE (%) | 17.0 | | | | 26.4 | | | | 23.5 | | | |
| Program | FALL GUY (R)(SD) | | | | DYNASTY (SD) | | | | HOTEL | | | |
| AVERAGE AUDIENCE (Households (000)) | 10,360 | | | | 18,590 | | | | 15,710 | | | |
| AVERAGE AUDIENCE (%) | 12.2 | 11.3* | | 13.1* | 21.9 | 20.9* | | 22.8* | 18.5 | 19.4* | | 17.6* |
| SHARE OF AUDIENCE % | 21 | 20 * | | 22 * | 33 | 33 * | | 34 * | 31 | 31 * | | 31 * |
| AVG. AUD. BY ¼ HR. % | 11.1 | 11.6 | 12.1 | 14.1 | 20.5 | 21.2 | 22.4 | 23.2 | 20.0 | 18.9 | 18.2 | 17.0 |

### CBS TV

| | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | 15,030 | | | | | | | | 11,890 | | | |
| TOTAL AUDIENCE (%) | 17.7 | | | | | | | | 14.0 | | | |
| Program | CBS WEDNESDAY NIGHT MOVIE GOING FOR THE GOLD: THE BILL JOHNSON STORY (SUS-SD)(SD) | | | | | | | | MAGIC-DAVID COPPERFIELD (R) | | | |
| AVERAGE AUDIENCE (Households (000)) | 7,560 | | | | | | | | 8,320 | | | |
| AVERAGE AUDIENCE (%) | 8.9 | 8.1* | | 8.3* | | 9.3* | | 9.8* | 9.8 | 9.6* | | 9.9* |
| SHARE OF AUDIENCE % | 14 | 14 * | | 14 * | | 14 * | | 15 * | 16 | 16 * | | 17 * |
| AVG. AUD. BY ¼ HR. % | 8.1 | 8.1 | 8.0 | 8.6 | 9.2 | 9.4 | 10.0 | 9.6 | 9.5 | 9.8 | 10.0 | 9.8 |

### NBC TV

| | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | 18,340 | | | | 15,110 | | 13,330 | | 12,990 | | | |
| TOTAL AUDIENCE (%) | 21.6 | | | | 17.8 | | 15.7 | | 15.3 | | | |
| Program | HIGHWAY TO HEAVEN (SD) | | | | FACTS OF LIFE | | SARA (SD) | | ST. ELSEWHERE (R) | | | |
| AVERAGE AUDIENCE (Households (000)) | 14,770 | | | | 13,070 | | 11,380 | | 9,680 | | | |
| AVERAGE AUDIENCE (%) | 17.4 | 16.6* | | 18.2* | 15.4 | | 13.4 | | 11.4 | 11.7* | | 11.2* |
| SHARE OF AUDIENCE % | 30 | 30 * | | 31 * | 24 | | 20 | | 19 | 19 * | | 20 * |
| AVG. AUD. BY ¼ HR. % | 15.8 | 17.3 | 18.1 | 18.2 | 14.9 | 15.8 | 13.5 | 13.2 | 11.6 | 11.7 | 11.2 | 11.1 |

### TV HOUSEHOLDS USING TV (See Def. 1)

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 52.1 | 54.6 | 55.4 | 57.0 | 57.5 | 58.7 | 60.7 | 62.5 | 63.6 | 64.0 | 63.6 | 63.2 | 61.7 | 61.1 | 59.2 | 58.0 |
| WK. 2 | 50.7 | 51.9 | 53.3 | 54.9 | 55.4 | 56.6 | 58.2 | 60.9 | 63.3 | 65.3 | 66.5 | 66.8 | 62.6 | 60.9 | 58.4 | 55.7 |

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.WED. MAY 8, 1985

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. MAY 2, 1985

## WEEK 1

| | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | 9,760<br>11.5 | | | | 10,020<br>11.8 | | | | 16,390<br>19.3 | | | |
| Program | | | | | STREET HAWK | | | | EYE TO EYE (SD) | | | | 20/20 | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 6,710<br>7.9 | 7.5* | | 8.4* | 7,050<br>8.3 | 7.8* | | 8.7* | 12,140<br>14.3 | 13.9* | | 14.6* |
| SHARE OF AUDIENCE % | | | | | 13 | 13 * | | 14 * | 13 | 13 * | | 14 * | 24 | 23 * | | 25 * |
| AVG. AUD. BY ¼ HR. % | | | | | 7.9 | 7.1 | 8.2 | 8.5 | 7.7 | 7.9 | 8.6 | 8.9 | 13.4 | 14.4 | 14.7 | 14.5 |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | 13,330<br>15.7 | | | | 16,730<br>19.7 | | | | 18,680<br>22.0 | | | |
| Program | | | | | MAGNUM, P.I. (R)(SD) | | | | SIMON & SIMON (R)(SD) | | | | KNOTS LANDING | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 9,680<br>11.4 | 10.1* | | 12.6* | 12,900<br>15.2 | 14.5* | | 15.9* | 15,110<br>17.8 | 17.9* | | 17.7* |
| SHARE OF AUDIENCE % | | | | | 19 | 17 * | | 21 * | 25 | 24 * | | 26 * | 30 | 30 * | | 30 * |
| AVG. AUD. BY ¼ HR. % | | | | | 9.8 | 10.5 | 12.4 | 12.8 | 14.1 | 14.8 | 15.3 | 16.4 | 17.5 | 18.2 | 17.9 | 17.4 |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | 24,450<br>28.8 | | 21,060<br>24.8 | | 18,850<br>22.2 | | 16,980<br>20.0 | | 15,280<br>18.0 | | | |
| Program | | | | | BILL COSBY SHOW | | FAMILY TIES (R)(SD) | | CHEERS | | NIGHT COURT (SD) | | HILL STREET BLUES (R) | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 21,650<br>25.5 | | 18,590<br>21.9 | | 16,730<br>19.7 | | 14,940<br>17.6 | | 11,890<br>14.0 | 13.8* | | 14.2* |
| SHARE OF AUDIENCE % | | | | | 43 | | 36 | | 32 | | 28 | | 24 | 23 * | | 24 * |
| AVG. AUD. BY ¼ HR. % | | | | | 24.2 | 26.8 | 22.3 | 21.5 | 19.7 | 19.6 | 18.0 | 17.3 | 13.6 | 13.9 | 14.4 | 14.0 |

## WEEK 2

| | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | 8,910<br>10.5 | | | | 12,740<br>15.0 | | | | 15,030<br>17.7 | | | |
| Program | | | | | STREET HAWK | | | | TRIVIAL PURSUIT (SD) | | | | 20/20 | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 6,030<br>7.1 | 6.7* | | 7.5* | 8,410<br>9.9 | 9.4* | | 10.3* | 11,040<br>13.0 | 13.3* | | 12.8* |
| SHARE OF AUDIENCE % | | | | | 13 | 12 * | | 13 * | 17 | 16 * | | 17 * | 22 | 22 * | | 22 * |
| AVG. AUD. BY ¼ HR. % | | | | | 6.6 | 6.7 | 7.3 | 7.7 | 9.3 | 9.5 | 10.1 | 10.6 | 13.2 | 13.3 | 12.9 | 12.6 |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | 14,010<br>16.5 | | | | 20,290<br>23.9 | | | | 19,530<br>23.0 | | | |
| Program | | | | | MAGNUM, P.I. (R)(SD) | | | | SIMON & SIMON (R)(SD) | | | | KNOTS LANDING | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 10,020<br>11.8 | 10.1* | | 13.5* | 15,370<br>18.1 | 17.1* | | 19.2* | 16,300<br>19.2 | 19.1* | | 19.3* |
| SHARE OF AUDIENCE % | | | | | 21 | 19 * | | 24 * | 30 | 29 * | | 31 * | 32 | 32 * | | 33 * |
| AVG. AUD. BY ¼ HR. % | | | | | 9.5 | 10.6 | 12.9 | 14.1 | 16.7 | 17.6 | 18.7 | 19.7 | 18.9 | 19.3 | 19.6 | 19.0 |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | 23,260<br>27.4 | | 19,950<br>23.5 | | 17,060<br>20.1 | | 15,450<br>18.2 | | 16,560<br>19.5 | | | |
| Program | | | | | BILL COSBY SHOW | | FAMILY TIES (R)(SD) | | CHEERS | | NIGHT COURT | | HILL STREET BLUES | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 20,460<br>24.1 | | 17,740<br>20.9 | | 15,200<br>17.9 | | 13,580<br>16.0 | | 12,310<br>14.5 | 14.5* | | 14.4* |
| SHARE OF AUDIENCE % | | | | | 45 | | 38 | | 30 | | 26 | | 24 | 24 * | | 25 * |
| AVG. AUD. BY ¼ HR. % | | | | | 22.7 | 25.6 | 21.2 | 20.6 | 17.8 | 18.1 | 15.7 | 16.3 | 15.0 | 14.1 | 14.1 | 14.8 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 52.6 | 53.8 | 53.5 | 55.2 | 57.5 | 60.2 | 60.4 | 61.6 | 61.0 | 61.7 | 61.8 | 61.9 | 60.7 | 60.2 | 59.2 | 57.4 |
| WK. 2 | 47.4 | 48.5 | 48.6 | 49.3 | 52.7 | 55.5 | 55.2 | 56.2 | 57.7 | 59.7 | 60.7 | 61.9 | 60.5 | 60.1 | 59.0 | 57.4 |

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE. THU. MAY 9, 1985

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## EVE. FRI. MAY 3, 1985

### WEEK 1 — ABC TV

| TIME | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | 10,360 | | 10,530 | | 14,520 | | | | | | | |
| TOTAL AUDIENCE (%) | 12.2 | | 12.4 | | 17.1 | | | | | | | |
| Program | WEBSTER (R)(SD) | | BENSON (R) | | ABC MOVIE SPECIAL DR. NO (R)(SD) | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | 8,830 | | 9,080 | | 8,070 | | | | | | | |
| AVERAGE AUDIENCE (%) | 10.4 | | 10.7 | | 9.5 | 9.3* | | 9.0* | | 9.7* | | 9.9* |
| SHARE OF AUDIENCE % | 21 | | 20 | | 16 | 16 * | | 15 * | | 17 * | | 17 * |
| AVG. AUD. BY ¼ HR. % | 10.1 | 10.7 | 10.4 | 11.0 | 9.4 | 9.1 | 8.8 | 9.2 | 9.8 | 9.6 | 9.9 | 9.8 |

### WEEK 1 — CBS TV

| TIME | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | 14,770 | | | | 22,160 | | | | 18,590 | | | |
| TOTAL AUDIENCE (%) | 17.4 | | | | 26.1 | | | | 21.9 | | | |
| Program | SURVIVAL ANGLIA:P. BEAR (SUS-SD) | | | | DALLAS (SD) | | | | FALCON CREST | | | |
| AVERAGE AUDIENCE (Households (000)) | 10,190 | | | | 18,170 | | | | 15,540 | | | |
| AVERAGE AUDIENCE (%) | 12.0 | 11.3* | | 12.7* | 21.4 | 20.5* | | 22.4* | 18.3 | 18.4* | | 18.3* |
| SHARE OF AUDIENCE % | 23 | 22 * | | 24 * | 36 | 35 * | | 37 * | 32 | 32 * | | 32 * |
| AVG. AUD. BY ¼ HR. % | 11.0 | 11.7 | 12.2 | 13.2 | 19.3 | 21.6 | 22.3 | 22.5 | 18.5 | 18.2 | 18.4 | 18.2 |

### WEEK 1 — NBC TV

| TIME | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | 12,060 | | | | 13,160 | | | | 16,730 | | | |
| TOTAL AUDIENCE (%) | 14.2 | | | | 15.5 | | | | 19.7 | | | |
| Program | BEST TIMES (SD) | | | | HALF NELSON | | | | MIAMI VICE | | | |
| AVERAGE AUDIENCE (Households (000)) | 8,070 | | | | 8,910 | | | | 12,900 | | | |
| AVERAGE AUDIENCE (%) | 9.5 | 8.8* | | 10.3* | 10.5 | 9.8* | | 11.2* | 15.2 | 15.0* | | 15.5* |
| SHARE OF AUDIENCE % | 18 | 17 * | | 19 * | 18 | 17 * | | 19 * | 26 | 26 * | | 27 * |
| AVG. AUD. BY ¼ HR. % | 8.5 | 9.1 | 9.9 | 10.6 | 9.7 | 9.9 | 10.7 | 11.6 | 14.4 | 15.5 | 15.6 | 15.4 |

## EVE. FRI. MAY 10, 1985

### WEEK 2 — ABC TV

| TIME | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | 13,240 | | | | 10,360 | | 9,170 | | 8,490 | | | |
| TOTAL AUDIENCE (%) | 15.6 | | | | 12.2 | | 10.8 | | 10.0 | | | |
| Program | WEBSTER (R)(SD) | | | | BENSON (R) | | ABC COMEDY SPECIAL-FRI JUST MARRIED (SD) | | ME AND MOM | | | |
| AVERAGE AUDIENCE (Households (000)) | 9,760 | | | | 8,740 | | 7,900 | | 6,030 | | | |
| AVERAGE AUDIENCE (%) | 11.5 | 10.5* | | 12.4* | 10.3 | | 9.3 | | 7.1 | 7.4* | | 6.8* |
| SHARE OF AUDIENCE % | 23 | 22 * | | 24 * | 18 | | 15 | | 12 | 12 * | | 12 * |
| AVG. AUD. BY ¼ HR. % | 9.9 | 11.2 | 12.4 | 12.4 | 10.1 | 10.6 | 9.2 | 9.3 | 7.8 | 7.0 | 6.8 | 6.9 |

### WEEK 2 — CBS TV

| TIME | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | 10,700 | | 12,650 | | 23,770 | | | | 19,100 | | | |
| TOTAL AUDIENCE (%) | 12.6 | | 14.9 | | 28.0 | | | | 22.5 | | | |
| Program | BUGS BUNNY-MOTHER'S DAY (R)(SUS-SD) | | BUGS BUNNY-AMERICAN HERO (R) | | DALLAS (SD) | | | | FALCON CREST | | | |
| AVERAGE AUDIENCE (Households (000)) | 8,740 | | 10,870 | | 19,440 | | | | 16,220 | | | |
| AVERAGE AUDIENCE (%) | 10.3 | | 12.8 | | 22.9 | 21.7* | | 24.1* | 19.1 | 19.3* | | 18.9* |
| SHARE OF AUDIENCE % | 22 | | 25 | | 39 | 37 * | | 40 * | 32 | 32 * | | 32 * |
| AVG. AUD. BY ¼ HR. % | 10.2 | 10.5 | 11.8 | 13.7 | 20.8 | 22.6 | 23.8 | 24.3 | 19.6 | 19.0 | 19.3 | 18.5 |

### WEEK 2 — NBC TV

| TIME | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | 9,250 | | | | 11,120 | | | | 16,810 | | | |
| TOTAL AUDIENCE (%) | 10.9 | | | | 13.1 | | | | 19.8 | | | |
| Program | BEST TIMES (SD) | | | | HALF NELSON (SD) | | | | MIAMI VICE | | | |
| AVERAGE AUDIENCE (Households (000)) | 6,030 | | | | 7,560 | | | | 13,750 | | | |
| AVERAGE AUDIENCE (%) | 7.1 | 6.9* | | 7.2* | 8.9 | 8.1* | | 9.6* | 16.2 | 15.7* | | 16.7* |
| SHARE OF AUDIENCE % | 14 | 15 * | | 14 * | 15 | 14 * | | 16 * | 27 | 26 * | | 29 * |
| AVG. AUD. BY ¼ HR. % | 7.0 | 6.8 | 7.2 | 7.3 | 8.1 | 8.1 | 9.0 | 10.3 | 15.2 | 16.3 | 16.5 | 17.0 |

### TV HOUSEHOLDS USING TV (See Def. 1)

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 47.4 | 48.0 | 48.6 | 49.3 | 50.1 | 51.3 | 52.7 | 55.2 | 57.4 | 59.0 | 59.8 | 60.3 | 58.4 | 58.2 | 57.6 | 56.7 |
| WK. 2 | 44.2 | 44.7 | 44.6 | 46.1 | 46.2 | 47.9 | 50.7 | 53.5 | 57.2 | 59.0 | 59.4 | 60.9 | 60.2 | 59.9 | 59.0 | 57.7 |

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES



## WEEK 1

### ABC TV

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | | | 13,070 | | | | 20,630 | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 15.4 | | | | 24.3 | | | | | | | |
| Program | | | | | T.J. HOOKER (SD) | | | | LOVE BOAT (SD) | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 9,760 | | | | 13,160 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 11.5 | 11.0* | | 12.1* | 15.5 | 12.7* | | 14.7* | | 16.8* | | 17.7* |
| SHARE OF AUDIENCE % | | | | | 23 | 23 * | | 24 * | 28 | 23 * | | 26 * | | 30 * | | 32 * |
| AVG. AUD. BY ¼ HR. % | | | | | 10.6 | 11.3 | 12.0 | 12.2 | 12.4 | 13.1 | 14.1 | 15.2 | 16.5 | 17.1 | 17.7 | 17.8 |

### CBS TV

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | | | 10,950 | | | | 14,430 | | | | 11,550 | | | |
| TOTAL AUDIENCE (%) | | | | | 12.9 | | | | 17.0 | | | | 13.6 | | | |
| Program | | | | | COVER-UP (R)(SD) | | | | AIRWOLF (R)(SD) | | | | MIKE HAMMER (R) | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 7,130 | | | | 10,780 | | | | 8,910 | | | |
| AVERAGE AUDIENCE (%) | | | | | 8.4 | 7.9* | | 8.9* | 12.7 | 12.3* | | 13.1* | 10.5 | 10.2* | | 10.7* |
| SHARE OF AUDIENCE % | | | | | 17 | 17 * | | 17 * | 23 | 22 * | | 23 * | 19 | 18 * | | 20 * |
| AVG. AUD. BY ¼ HR. % | | | | | 8.0 | 7.8 | 8.3 | 9.5 | 12.5 | 12.2 | 13.1 | 13.1 | 10.2 | 10.3 | 10.5 | 10.9 |

### NBC TV

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | | | 11,210 | | 11,460 | | 11,890 | | 10,270 | | 13,240 | | | |
| TOTAL AUDIENCE (%) | | | | | 13.2 | | 13.5 | | 14.0 | | 12.1 | | 15.6 | | | |
| Program | | | | | DIFF'RENT STROKES-SAT. | | DOUBLE TROUBLE (R)(SD) | | GIMME A BREAK | | UNDER ONE ROOF (SD) | | HUNTER | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 9,080 | | 9,760 | | 10,190 | | 8,830 | | 9,930 | | | |
| AVERAGE AUDIENCE (%) | | | | | 10.7 | | 11.5 | | 12.0 | | 10.4 | | 11.7 | 11.6* | | 11.8* |
| SHARE OF AUDIENCE % | | | | | 23 | | 22 | | 21 | | 18 | | 21 | 21 * | | 22 * |
| AVG. AUD. BY ¼ HR. % | | | | | 9.7 | 11.6 | 11.2 | 11.8 | 11.5 | 12.4 | 10.3 | 10.5 | 11.7 | 11.4 | 11.7 | 11.8 |

## WEEK 2

### ABC TV

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | | | 12,400 | | | | 19,870 | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 14.6 | | | | 23.4 | | | | | | | |
| Program | | | | | LOVE BOAT (R)(SD) | | | | ABC MOVIE SPEC. LETTING GO (SD) | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 8,490 | | | | 12,820 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 10.0 | 9.0* | | 11.0* | 15.1 | 12.9* | | 14.7* | | 16.1* | | 16.9* |
| SHARE OF AUDIENCE % | | | | | 21 | 20 * | | 22 * | 28 | 24 * | | 26 * | | 29 * | | 31 * |
| AVG. AUD. BY ¼ HR. % | | | | | 8.6 | 9.5 | 10.6 | 11.4 | 12.5 | 13.2 | 14.4 | 14.9 | 15.9 | 16.2 | 16.9 | 17.0 |

### CBS TV

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | | | 10,530 | | | | 11,970 | | | | 10,950 | | | |
| TOTAL AUDIENCE (%) | | | | | 12.4 | | | | 14.1 | | | | 12.9 | | | |
| Program | | | | | COVER-UP (R)(SD) | | | | AIRWOLF (R)(SD) | | | | MIKE HAMMER (R) | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 7,220 | | | | 8,910 | | | | 8,570 | | | |
| AVERAGE AUDIENCE (%) | | | | | 8.5 | 7.9* | | 9.1* | 10.5 | 9.7* | | 11.3* | 10.1 | 9.7* | | 10.6* |
| SHARE OF AUDIENCE % | | | | | 18 | 17 * | | 18 * | 19 | 18 * | | 20 * | 18 | 18 * | | 20 * |
| AVG. AUD. BY ¼ HR. % | | | | | 7.9 | 7.8 | 8.9 | 9.2 | 9.2 | 10.3 | 11.3 | 11.4 | 9.6 | 9.9 | 10.4 | 10.7 |

### NBC TV

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | | | 9,170 | | 8,660 | | 11,380 | | 10,360 | | 13,840 | | | |
| TOTAL AUDIENCE (%) | | | | | 10.8 | | 10.2 | | 13.4 | | 12.2 | | 16.3 | | | |
| Program | NBC MAJOR LEAGUE GAME-2 N.Y. YANKEES VS KANSAS CITY PITTSBURGH VS LOS ANGELES MULTI-SEGMENT TELECAST(+OP) | | | | DIFF'RENT STROKES-SAT. (8:03-8:30PM) (R)(OP) | | SMURFIC GAMES (R)(SD) | | GIMME A BREAK | | UNDER ONE ROOF | | HUNTER | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 7,640 | | 7,300 | | 9,850 | | 8,830 | | 10,270 | | | |
| AVERAGE AUDIENCE (%) | | 6.3* | | 6.2* | 9.0 | | 8.6 | | 11.6 | | 10.4 | | 12.1 | 12.0* | | 12.3* |
| SHARE OF AUDIENCE % | | 17 * | | 15 * | 20 | | 17 | | 22 | | 19 | | 22 | 22 * | | 23 * |
| AVG. AUD. BY ¼ HR. % | 6.3 | 6.5 | 6.1 | 6.2 | 8.2 | 9.5 | 8.4 | 8.8 | 11.0 | 12.2 | 10.3 | 10.4 | 11.8 | 12.2 | 12.5 | 12.1 |

### TV HOUSEHOLDS USING TV (See Def. 1)

| | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 41.7 | 42.8 | 43.6 | 45.0 | 46.4 | 48.4 | 49.8 | 52.5 | 55.6 | 56.4 | 56.4 | 56.8 | 56.1 | 55.2 | 54.9 | 54.4 |
| WK. 2 | 40.2 | 41.5 | 43.1 | 43.9 | 44.8 | 47.1 | 48.4 | 50.5 | 52.4 | 54.5 | 55.7 | 56.0 | 55.5 | 55.4 | 54.9 | 53.5 |

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

# Nielsen NATIONAL TV AUDIENCE ESTIMATES



## WEEK 1

| TIME | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | TOTAL AUDIENCE (Households (000) & %) | | | 3,910<br>4.6 | | | | | | | | | | | | | |
| | | | | ABC WEEKEND REPORT-SAT. | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | 3,570<br>4.2 | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | 10 | | | | | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | | | 4.2 | | | | | | | | | | | | | |
| **CBS TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |
| **NBC TV** | TOTAL AUDIENCE (Households (000) & %) | | | 11,800<br>13.9 | | | | | | | | | | | | | |
| | | | | ← SATURDAY NIGHT → (11:30-12:47AM) (SUSTAINING 12:47-1:00AM) | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | 6,960<br>8.2 | 9.0* | | 8.2* | | 6.7* | | | | | | | | |
| | SHARE OF AUDIENCE % | | | 23 | 23 * | | 24 * | | 23 * | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | | | 9.5 | 8.6 | 8.5 | 7.9 | 6.8 | 6.3 | | | | | | | | |

## WEEK 2

| TIME | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | TOTAL AUDIENCE (Households (000) & %) | | | 4,410<br>5.2 | | | | | | | | | | | | | |
| | | | | ABC WEEKEND REPORT-SAT. | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | 4,330<br>5.1 | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | 13 | | | | | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | | | 5.1 | | | | | | | | | | | | | |
| **CBS TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |
| **NBC TV** | TOTAL AUDIENCE (Households (000) & %) | | | 12,990<br>15.3 | | | | | | | | | | | | | |
| | | | | ← SAT NIGHT'S MAIN EVENT → (11:30-12:53AM) (SUSTAINING 12:53-1:00AM) | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | 7,470<br>8.8 | 9.2* | | 9.1* | | 8.0* | | | | | | | | |
| | SHARE OF AUDIENCE % | | | 26 | 24 * | | 27 * | | 28 * | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | | | 9.4 | 8.9 | 9.4 | 8.8 | 8.2 | 7.6 | | | | | | | | |

| TV HOUSEHOLDS USING TV (See Def. 1) | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | WK. 1 | 49.8 | 46.1 | 40.3 | 37.5 | 35.3 | 33.2 | 29.4 | 26.7 | 23.7 | 21.3 | 18.3 | 15.2 | 13.2 | 12.1 | 11.1 | 10.1 |
| | WK. 2 | 49.4 | 45.2 | 40.4 | 37.8 | 35.0 | 32.4 | 29.8 | 26.9 | 22.8 | 20.5 | 18.1 | 16.4 | 14.7 | 12.8 | 10.8 | 9.5 |

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## EVE.SUN. MAY 5, 1985

**WEEK 1**

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000)) | 10,360 | | | | 16,300 | | | | 21,310 | | | | | | | |
| TOTAL AUDIENCE (%) | 12.2 | | | | 19.2 | | | | 25.1 | | | | | | | |
| Program | ← RIPLEY'S BELIEVE IT-NOT (R) → | | | | ← LIFES-EMBARASSING MOMENTS (SD) → | | | | ← ABC SUNDAY NIGHT MOVIE LACE II, PT.1 (SD) → | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | 7,220 | | | | 12,060 | | | | 12,990 | | | | | | | |
| AVERAGE AUDIENCE (%) | 8.5 | 7.7* | | 9.2* | 14.2 | 13.2* | | 15.2* | 15.3 | 14.8* | | 15.0* | | 16.1* | | 15.3* |
| SHARE OF AUDIENCE % | 16 | 15 * | | 17 * | 23 | 23 * | | 24 * | 24 | 23 * | | 23 * | | 26 * | | 26 * |
| AVG. AUD. BY ¼ HR. % | 7.1 | 8.2 | 9.1 | 9.4 | 12.4 | 14.1 | 14.7 | 15.7 | 15.0 | 14.5 | 15.0 | 15.1 | 16.2 | 15.9 | 15.6 | 15.0 |
| **CBS TV** TOTAL AUDIENCE (Households (000)) | 21,060 | | | | 18,510 | | | | 16,730 | | | | 17,230 | | | |
| TOTAL AUDIENCE (%) | 24.8 | | | | 21.8 | | | | 19.7 | | | | 20.3 | | | |
| Program | ← 60 MINUTES → | | | | ← MURDER, SHE WROTE (R)(SD) → | | | | ← CRAZY LIKE A FOX (R)(SD) → | | | | ← TRAPPER JOHN, M.D. → | | | |
| AVERAGE AUDIENCE (Households (000)) | 15,200 | | | | 14,940 | | | | 12,400 | | | | 13,330 | | | |
| AVERAGE AUDIENCE (%) | 17.9 | 16.5* | | 19.3* | 17.6 | 17.6* | | 17.7* | 14.6 | 14.2* | | 15.1* | 15.7 | 15.4* | | 15.9* |
| SHARE OF AUDIENCE % | 34 | 32 * | | 35 * | 29 | 30 * | | 28 * | 22 | 22 * | | 23 * | 26 | 25 * | | 27 * |
| AVG. AUD. BY ¼ HR. % | 15.9 | 17.1 | 18.7 | 19.8 | 17.7 | 17.5 | 17.8 | 17.5 | 14.0 | 14.4 | 14.6 | 15.5 | 15.1 | 15.6 | 16.0 | 15.8 |
| **NBC TV** TOTAL AUDIENCE (Households (000)) | 8,410 | | 8,410 | | 12,990 | | | | 24,280 | | | | | | | |
| TOTAL AUDIENCE (%) | 9.9 | | 9.9 | | 15.3 | | | | 28.6 | | | | | | | |
| Program | SILVER SPOONS (R) | | PUNKY BREWSTER (R) | | ← KNIGHT RIDER (SD) → | | | | ← NBC SUNDAY NIGHT MOVIE ALFRED HITCHCOCK PRESENTS → | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | 6,620 | | 7,640 | | 10,020 | | | | 15,280 | | | | | | | |
| AVERAGE AUDIENCE (%) | 7.8 | | 9.0 | | 11.8 | 11.0* | | 12.6* | 18.0 | 17.6* | | 18.7* | | 18.8* | | 16.8* |
| SHARE OF AUDIENCE % | 15 | | 16 | | 19 | 19 * | | 20 * | 28 | 27 * | | 28 * | | 30 * | | 29 * |
| AVG. AUD. BY ¼ HR. % | 7.4 | 8.2 | 8.6 | 9.4 | 10.5 | 11.5 | 12.1 | 13.0 | 17.1 | 18.2 | 18.5 | 18.9 | 18.6 | 19.1 | 17.3 | 16.3 |

**WEEK 2**

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000)) | 9,930 | | | | 15,960 | | | | 19,440 | | | | | | | |
| TOTAL AUDIENCE (%) | 11.7 | | | | 18.8 | | | | 22.9 | | | | | | | |
| Program | ← RIPLEY'S BELIEVE IT-NOT (R) → | | | | ← WRLD FUNNIEST COM'L GOOFS (SD) → | | | | ← ABC SUNDAY NIGHT MOVIE A DEATH IN CALIFORNIA, PT.1 (SD) → | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | 6,370 | | | | 11,290 | | | | 13,330 | | | | | | | |
| AVERAGE AUDIENCE (%) | 7.5 | 7.1* | | 8.0* | 13.3 | 12.5* | | 14.0* | 15.7 | 14.8* | | 15.7* | | 16.5* | | 15.8* |
| SHARE OF AUDIENCE % | 16 | 16 * | | 17 * | 24 | 24 * | | 25 * | 25 | 24 * | | 25 * | | 26 * | | 26 * |
| AVG. AUD. BY ¼ HR. % | 6.9 | 7.2 | 7.5 | 8.5 | 12.3 | 12.7 | 13.7 | 14.4 | 14.7 | 15.0 | 15.6 | 15.8 | 16.3 | 16.8 | 16.1 | 15.6 |
| **CBS TV** TOTAL AUDIENCE (Households (000)) | 17,660 | | | | 17,400 | | | | 23,690 | | | | | | | |
| TOTAL AUDIENCE (%) | 20.8 | | | | 20.5 | | | | 27.9 | | | | | | | |
| Program | ← 60 MINUTES → | | | | ← MURDER, SHE WROTE (R)(SD) → | | | | CBS SPECIAL MOVIE PRSNT. MALICE IN WONDERLAND (SD) | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | 13,330 | | | | 13,330 | | | | 15,540 | | | | | | | |
| AVERAGE AUDIENCE (%) | 15.7 | 14.8* | | 16.6* | 15.7 | 15.0* | | 16.4* | 18.3 | 18.2* | | 18.0* | | 18.3* | | 18.6* |
| SHARE OF AUDIENCE % | 35 | 34 * | | 35 * | 29 | 29 * | | 29 * | 29 | 30 * | | 29 * | | 29 * | | 31 * |
| AVG. AUD. BY ¼ HR. % | 14.0 | 15.7 | 16.4 | 16.7 | 14.7 | 15.4 | 16.0 | 16.9 | 18.3 | 18.2 | 18.1 | 17.8 | 18.2 | 18.5 | 18.7 | 18.5 |
| **NBC TV** TOTAL AUDIENCE (Households (000)) | 6,450 | | 6,450 | | 12,480 | | | | 24,030 | | | | | | | |
| TOTAL AUDIENCE (%) | 7.6 | | 7.6 | | 14.7 | | | | 28.3 | | | | | | | |
| Program | SILVER SPOONS (R) | | PUNKY BREWSTER (R) | | ← KNIGHT RIDER (R)(SD) → | | | | ← NBC SUNDAY NIGHT MOVIE FIRST BLOOD (SD) → | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | 5,010 | | 5,690 | | 9,420 | | | | 16,640 | | | | | | | |
| AVERAGE AUDIENCE (%) | 5.9 | | 6.7 | | 11.1 | 9.8* | | 12.4* | 19.6 | 16.5* | | 19.5* | | 21.3* | | 21.1* |
| SHARE OF AUDIENCE % | 14 | | 14 | | 20 | 19 * | | 22 * | 32 | 27 * | | 31 * | | 34 * | | 35 * |
| AVG. AUD. BY ¼ HR. % | 5.3 | 6.4 | 6.3 | 7.1 | 9.1 | 10.6 | 11.7 | 13.0 | 15.6 | 17.5 | 18.9 | 20.1 | 21.1 | 21.5 | 21.7 | 20.4 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 50.1 | 51.7 | 54.0 | 55.4 | 57.2 | 59.7 | 62.1 | 63.8 | 64.7 | 66.3 | 66.3 | 65.8 | 63.5 | 62.2 | 59.6 | 57.0 |
| WK. 2 | 42.0 | 44.6 | 46.3 | 49.1 | 51.3 | 53.4 | 55.8 | 58.3 | 60.6 | 62.1 | 62.9 | 63.2 | 63.0 | 63.2 | 61.9 | 59.6 |

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

## EVE.SUN. MAY 12, 1985

## WEEK 1

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | 3,990<br>4.7 | | | | | | | | | | | | | |
| ABC TV program | | | ABC WEEKEND REPORT-SUN. | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 3,910<br>4.6 | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | 21 | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 4.6 | | | | | | | | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | 5,260<br>6.2 | | | | | | | | | | | | | | | |
| CBS TV program | CBS SUNDAY NEWS-OSGOOD | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 5,010<br>5.9 | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | 12 | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | 5.9 | | | | | | | | | | | | | | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 1,100<br>1.3 | | | | | | | | | | | |
| NBC TV program | | | | | G MICHAELS SPORTS MACHINE | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 1,100<br>1.3 | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | 4 | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | | | 1.3 | | | | | | | | | | | |

## WEEK 2

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | 3,570<br>4.2 | | | | | | | | | | | | | |
| ABC TV program | | | ABC WEEKEND REPORT-SUN. | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 3,400<br>4.0 | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | 17 | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 4.0 | | | | | | | | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | 5,350<br>6.3 | | | | | | | | | | | | | | | |
| CBS TV program | CBS SUNDAY NEWS-OSGOOD | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 5,180<br>6.1 | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | 12 | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | 6.1 | | | | | | | | | | | | | | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 1,610<br>1.9 | | | | | | | | | | | |
| NBC TV program | | | | | G MICHAELS SPORTS MACHINE | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 1,610<br>1.9 | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | 7 | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | | | 1.9 | | | | | | | | | | | |
| TV HOUSEHOLDS USING TV (See Def. 1) WK. 1 | 48.6 | 42.6 | 35.1 | 30.7 | 25.9 | 23.7 | 20.5 | 18.4 | 15.4 | 13.4 | 11.9 | 10.7 | 8.8 | 7.6 | 6.9 | 6.4 |
| WK. 2 | 50.2 | 43.1 | 34.4 | 30.3 | 27.1 | 23.7 | 20.3 | 18.1 | 16.0 | 13.9 | 11.8 | 10.4 | 9.2 | 8.4 | 7.8 | 6.6 |

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. APR.29-MAY 3, 1985

## WEEK 1

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | 5,090<br>6.0 | | | | 5,090<br>6.0 | | | | | | | | | |
| ABC TV program | ← GOOD MORNING, AMERICA-730 →<br>(CO-OP) (PARTICIPATING) | | | | ← GOOD MORNING, AMERICA-830 →<br>(CO-OP) (PARTICIPATING) | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 3,990<br>4.7 | | | | 4,160<br>4.9 | | | | | | | | | |
| SHARE OF AUDIENCE % | | | 24 | | | | 23 | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 4.7 | 4.7 | | | 4.8 | 5.0 | | | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | 3,310<br>3.9 | | | | 3,570<br>4.2 | | | | | | 4,840<br>5.7 | | 4,160<br>4.9 | |
| CBS TV program | | | CBS MORNING NEWS<br>1 | | | | CBS MORNING NEWS<br>2 | | | | | | $25,000 PYRAMID | | PRESS YOUR LUCK | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 2,550<br>3.0 | | | | 2,970<br>3.5 | | | | | | 4,160<br>4.9 | | 3,480<br>4.1 | |
| SHARE OF AUDIENCE % | | | 15 | | | | 17 | | | | | | 23 | | 19 | |
| AVG. AUD. BY ¼ HR. % | | | 2.8 | 3.2 | | | 3.5 | 3.6 | | | | | 4.7 | 5.1 | 4.2 | 4.1 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | 4,750<br>5.6 | | | | 4,580<br>5.4 | | | | | | 2,460<br>2.9 | | 4,160<br>4.9 | |
| NBC TV program | ← TODAY SHOW-7.30AM →<br>(CO-OP) (PARTICIPATING) | | | | ← TODAY SHOW-8.30AM →<br>(CO-OP) (PARTICIPATING) | | | | | | | | FACTS OF LIFE<br>M-F | | SALE OF THE CENTURY | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 3,740<br>4.4 | | | | 3,910<br>4.6 | | | | | | 2,040<br>2.4 | | 3,400<br>4.0 | |
| SHARE OF AUDIENCE % | | | 23 | | | | 22 | | | | | | 11 | | 19 | |
| AVG. AUD. BY ¼ HR. % | | | 4.4 | 4.3 | | | 4.6 | 4.7 | | | | | 2.4 | 2.5 | 3.8 | 4.2 |

## WEEK 2

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | 5,090<br>6.0 | | | | 5,090<br>6.0 | | | | | | | | | |
| ABC TV program | ← GOOD MORNING, AMERICA-730 →<br>(CO-OP) (PARTICIPATING) | | | | ← GOOD MORNING, AMERICA-830 →<br>(CO-OP) (PARTICIPATING)<br>(S)(OP)(MTUTHF)(SUS-OP) | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 4,160<br>4.9 | | | | 4,250<br>5.0 | | | | | | | | | |
| SHARE OF AUDIENCE % | | | 25 | | | | 23 | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 4.8 | 4.9 | | | 4.9 | 5.0 | | | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | 3,310<br>3.9 | | | | 3,650<br>4.3 | | | | | | 4,580<br>5.4 | | 3,910<br>4.6 | |
| CBS TV program | | | CBS MORNING NEWS<br>1<br>(MTUTHF)(OP) | | | | CBS MORNING NEWS<br>2<br>(MTUTHF)(SUS-OP) | | | | (OP) | | $25,000 PYRAMID | | PRESS YOUR LUCK | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 2,720<br>3.2 | | | | 2,970<br>3.5 | | | | | | 3,820<br>4.5 | | 3,310<br>3.9 | |
| SHARE OF AUDIENCE % | | | 16 | | | | 16 | | | | | | 21 | | 18 | |
| AVG. AUD. BY ¼ HR. % | | | 3.0 | 3.3 | | | 3.5 | 3.5 | | | | | 4.2 | 4.7 | 3.8 | 3.9 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | 4,750<br>5.6 | | | | 5,010<br>5.9 | | | | | | 2,550<br>3.0 | | 3,820<br>4.5 | |
| NBC TV program | ← TODAY SHOW-7.30AM →<br>(CO-OP) (PARTICIPATING) | | | | ← TODAY SHOW-8.30AM →<br>(CO-OP) (PARTICIPATING)<br>(MTUTHF)(SUS-OP) | | | | | | | | FACTS OF LIFE<br>M-F | | SALE OF THE CENTURY | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 3,740<br>4.4 | | | | 4,080<br>4.8 | | | | | | 2,040<br>2.4 | | 3,310<br>3.9 | |
| SHARE OF AUDIENCE % | | | 22 | | | | 22 | | | | | | 11 | | 18 | |
| AVG. AUD. BY ¼ HR. % | | | 4.4 | 4.4 | | | 4.8 | 4.9 | | | | | 2.3 | 2.5 | 3.7 | 4.0 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 11.9 | 14.5 | 16.4 | 18.1 | 19.4 | 20.2 | 20.3 | 20.9 | 21.0 | 21.4 | 21.0 | 21.2 | 21.5 | 21.4 | 21.1 | 21.1 |
| WK. 2 | 12.8 | 15.1 | 16.9 | 18.8 | 20.1 | 21.0 | 21.4 | 21.6 | 21.2 | 21.3 | 21.2 | 21.3 | 21.0 | 21.1 | 20.9 | 21.2 |

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.



DAY MON.-FRI. MAY 6-10, 1985

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. APR.29-MAY 3, 1985

## WEEK 1

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000)) | 2,210 | | 2,460 | | 2,970 | | 3,820 | | 8,070 | | | | 7,300 | | | |
| TOTAL AUDIENCE (%) | 2.6 | | 2.9 | | 3.5 | | 4.5 | | 9.5 | | | | 8.6 | | | |
| Program | ALL STAR BLITZ | | FAMILY FEUD | | RYAN'S HOPE | | LOVING | | ← ALL MY CHILDREN → | | | | ← ONE LIFE TO LIVE (SD) → | | | |
| AVERAGE AUDIENCE (Households (000)) | 1,870 | | 2,120 | | 2,550 | | 3,230 | | 6,370 | | | | 5,350 | | | |
| AVERAGE AUDIENCE (%) | 2.2 | | 2.5 | | 3.0 | | 3.8 | | 7.5 | 7.1* | | 8.0* | 6.3 | 6.2* | | 6.4* |
| SHARE OF AUDIENCE % | 10 | | 12 | | 13 | | 16 | | 28 | 27 * | | 30 * | 24 | 24 * | | 25 * |
| AVG. AUD. BY ¼ HR. % | 2.2 | 2.2 | 2.4 | 2.5 | 3.0 | 3.1 | 3.6 | 4.0 | 6.7 | 7.5 | 8.0 | 7.9 | 6.3 | 6.1 | 6.1 | 6.7 |
| **CBS TV** TOTAL AUDIENCE (Households (000)) | 6,280 | | 7,220 | | | | 8,150 | | | | 7,050 | | | | 5,010 | |
| TOTAL AUDIENCE (%) | 7.4 | | 8.5 | | | | 9.6 | | | | 8.3 | | | | 5.9 | |
| Program | PRICE IS RIGHT 1 | | PRICE IS RIGHT 2 (SD) | | | | ← YOUNG AND THE RESTLESS → | | | | ← AS THE WORLD TURNS → | | | | CAPITOL | |
| AVERAGE AUDIENCE (Households (000)) | 5,430 | | 6,280 | | | | 5,940 | | | | 5,520 | | | | 4,330 | |
| AVERAGE AUDIENCE (%) | 6.4 | | 7.4 | | | | 7.0 | 6.9* | | 7.1* | 6.5 | 6.2* | | 6.7* | 5.1 | |
| SHARE OF AUDIENCE % | 30 | | 35 | | | | 29 | 29 * | | 29 * | 24 | 23 * | | 26 * | 20 | |
| AVG. AUD. BY ¼ HR. % | 6.2 | 6.6 | 7.2 | 7.7 | | | 6.8 | 7.0 | 7.0 | 7.2 | 6.2 | 6.3 | 6.7 | 6.6 | 5.1 | 5.2 |
| **NBC TV** TOTAL AUDIENCE (Households (000)) | 6,710 | | 4,580 | | 2,890 | | 2,800 | | 6,880 | | | | 5,520 | | | |
| TOTAL AUDIENCE (%) | 7.9 | | 5.4 | | 3.4 | | 3.3 | | 8.1 | | | | 6.5 | | | |
| Program | WHEEL OF FORTUNE | | SCRABBLE | | SUPER PASSWORD | | SEARCH FOR TOMORROW | | ← DAYS OF OUR LIVES → | | | | ← ANOTHER WORLD (SD) → | | | |
| AVERAGE AUDIENCE (Households (000)) | 5,770 | | 3,990 | | 2,460 | | 2,380 | | 5,350 | | | | 4,330 | | | |
| AVERAGE AUDIENCE (%) | 6.8 | | 4.7 | | 2.9 | | 2.8 | | 6.3 | 6.2* | | 6.6* | 5.1 | 5.2* | | 5.1* |
| SHARE OF AUDIENCE % | 32 | | 22 | | 13 | | 12 | | 24 | 23 * | | 24 * | 20 | 20 * | | 20 * |
| AVG. AUD. BY ¼ HR. % | 6.6 | 6.9 | 4.8 | 4.6 | 2.9 | 3.0 | 2.7 | 2.9 | 6.0 | 6.3 | 6.5 | 6.6 | 5.2 | 5.1 | 5.2 | 5.0 |

## WEEK 2

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000)) | 2,040 | | 2,210 | | 2,630 | | 3,740 | | 8,150 | | | | 7,050 | | | |
| TOTAL AUDIENCE (%) | 2.4 | | 2.6 | | 3.1 | | 4.4 | | 9.6 | | | | 8.3 | | | |
| Program | ALL STAR BLITZ | | FAMILY FEUD | | RYAN'S HOPE (SUS-SD) | | LOVING | | ← ALL MY CHILDREN → | | | | ← ONE LIFE TO LIVE (SD) → | | | |
| AVERAGE AUDIENCE (Households (000)) | 1,700 | | 1,780 | | 2,120 | | 3,230 | | 6,370 | | | | 5,260 | | | |
| AVERAGE AUDIENCE (%) | 2.0 | | 2.1 | | 2.5 | | 3.8 | | 7.5 | 7.3* | | 7.8* | 6.2 | 6.1* | | 6.4* |
| SHARE OF AUDIENCE % | 9 | | 10 | | 11 | | 16 | | 27 | 27 * | | 28 * | 24 | 23 * | | 25 * |
| AVG. AUD. BY ¼ HR. % | 2.0 | 2.0 | 2.1 | 2.2 | 2.4 | 2.6 | 3.6 | 4.0 | 6.8 | 7.6 | 7.9 | 7.6 | 6.1 | 6.0 | 6.2 | 6.6 |
| **CBS TV** TOTAL AUDIENCE (Households (000)) | 5,770 | | 7,050 | | | | 8,320 | | | | 7,390 | | | | 4,840 | |
| TOTAL AUDIENCE (%) | 6.8 | | 8.3 | | | | 9.8 | | | | 8.7 | | | | 5.7 | |
| Program | PRICE IS RIGHT 1 | | PRICE IS RIGHT 2 (SD) | | | | ← YOUNG AND THE RESTLESS → | | | | ← AS THE WORLD TURNS → | | | | CAPITOL | |
| AVERAGE AUDIENCE (Households (000)) | 5,010 | | 6,110 | | | | 6,200 | | | | 5,690 | | | | 4,330 | |
| AVERAGE AUDIENCE (%) | 5.9 | | 7.2 | | | | 7.3 | 7.1* | | 7.4* | 6.7 | 6.8* | | 6.7* | 5.1 | |
| SHARE OF AUDIENCE % | 28 | | 33 | | | | 30 | 30 * | | 30 * | 25 | 24 * | | 26 * | 20 | |
| AVG. AUD. BY ¼ HR. % | 5.6 | 6.2 | 7.0 | 7.3 | | | 7.0 | 7.3 | 7.3 | 7.5 | 6.8 | 6.8 | 6.8 | 6.5 | 5.0 | 5.0 |
| **NBC TV** TOTAL AUDIENCE (Households (000)) | 6,280 | | 4,750 | | 3,310 | | 2,970 | | 6,790 | | | | 5,350 | | | |
| TOTAL AUDIENCE (%) | 7.4 | | 5.6 | | 3.9 | | 3.5 | | 8.0 | | | | 6.3 | | | |
| Program | WHEEL OF FORTUNE | | SCRABBLE | | SUPER PASSWORD | | SEARCH FOR TOMORROW | | ← DAYS OF OUR LIVES → | | | | ← ANOTHER WORLD (SD) → | | | |
| AVERAGE AUDIENCE (Households (000)) | 5,520 | | 4,250 | | 2,800 | | 2,460 | | 5,350 | | | | 4,080 | | | |
| AVERAGE AUDIENCE (%) | 6.5 | | 5.0 | | 3.3 | | 2.9 | | 6.3 | 6.1* | | 6.5* | 4.8 | 4.8* | | 4.7* |
| SHARE OF AUDIENCE % | 31 | | 23 | | 14 | | 12 | | 23 | 23 * | | 23 * | 19 | 18 * | | 19 * |
| AVG. AUD. BY ¼ HR. % | 6.4 | 6.5 | 4.9 | 5.1 | 3.2 | 3.3 | 2.8 | 2.9 | 5.9 | 6.2 | 6.5 | 6.5 | 4.9 | 4.8 | 4.8 | 4.6 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 21.0 | 21.5 | 20.8 | 21.5 | 23.1 | 23.9 | 24.4 | 25.4 | 25.9 | 26.5 | 26.4 | 26.5 | 25.9 | 26.2 | 25.5 | 26.2 |
| WK. 2 | 21.1 | 21.6 | 21.4 | 22.1 | 23.4 | 24.5 | 24.8 | 25.5 | 26.5 | 27.2 | 27.4 | 27.2 | 26.2 | 26.2 | 25.3 | 25.8 |

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.



DAY MON.-FRI. MAY 6-10, 1985

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. APR.29—MAY 3, 1985

## WEEK 1

| TIME | | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | 8,830<br>10.4 | | | | | | | | | | | | | | 9,250<br>10.9 | |
| Program | | ← GENERAL HOSPITAL → | | | | | | | | | | | | | | ABC WORLD NEWS TONIGHT | |
| AVERAGE AUDIENCE (Households (000) & %) | | 6,790<br>8.0 | 7.8* | | 8.2* | | | | | | | | | | | 7,900<br>9.3 | |
| SHARE OF AUDIENCE | % | 28 | 29 * | | 28 * | | | | | | | | | | | 19 | |
| AVG. AUD. BY ¼ HR. | % | 7.6 | 8.1 | 8.3 | 8.1 | | | | | | | | | | | 9.2 | 9.4 |
| **CBS TV** | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | 7,640<br>9.0 | | | | 2,040<br>2.4 | | | | | | | | | | 10,950<br>12.9 | |
| Program | | ← GUIDING LIGHT (SD) → | | | | BODY LANGUAGE | | | | | | | | | | CBS EVENING NEWS-RATHER | |
| AVERAGE AUDIENCE (Households (000) & %) | | 6,110<br>7.2 | 7.0* | | 7.4* | 1,700<br>2.0 | | | | | | | | | | 9,590<br>11.3 | |
| SHARE OF AUDIENCE | % | 26 | 26 * | | 25 * | 7 | | | | | | | | | | 23 | |
| AVG. AUD. BY ¼ HR. | % | 6.8 | 7.2 | 7.5 | 7.2 | 1.9 | 2.1 | | | | | | | | | 11.4 | 11.3 |
| **NBC TV** | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | 4,080<br>4.8 | | | | | | | | | | | | | | 9,340<br>11.0 | |
| Program | | ← SANTA BARBARA → | | | | | | | | | | | | | | NBC NIGHTLY NEWS | |
| AVERAGE AUDIENCE (Households (000) & %) | | 2,890<br>3.4 | 3.3* | | 3.3* | | | | | | | | | | | 8,070<br>9.5 | |
| SHARE OF AUDIENCE | % | 12 | 12 * | | 11 * | | | | | | | | | | | 20 | |
| AVG. AUD. BY ¼ HR. | % | 3.4 | 3.3 | 3.4 | 3.4 | | | | | | | | | | | 9.3 | 9.6 |

## WEEK 2

| TIME | | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | 8,910<br>10.5 | | | | | | | | | | | | | | 9,000<br>10.6 | |
| Program | | ← GENERAL HOSPITAL → | | | | | | | | | | | | | | ABC WORLD NEWS TONIGHT | |
| AVERAGE AUDIENCE (Households (000) & %) | | 6,790<br>8.0 | 7.8* | | 8.1* | | | | | | | | | | | 7,560<br>8.9 | |
| SHARE OF AUDIENCE | % | 29 | 29 * | | 29 * | | | | | | | | | | | 19 | |
| AVG. AUD. BY ¼ HR. | % | 7.6 | 8.0 | 8.1 | 8.2 | | | | | | | | | | | 8.8 | 8.9 |
| **CBS TV** | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | 7,220<br>8.5 | | | | 1,950<br>2.3 | | | | | | | | | | 10,780<br>12.7 | |
| Program | | ← GUIDING LIGHT (SD) → | | | | BODY LANGUAGE | | | | | | | | | | CBS EVENING NEWS-RATHER | |
| AVERAGE AUDIENCE (Households (000) & %) | | 5,600<br>6.6 | 6.5* | | 6.7* | 1,610<br>1.9 | | | | | | | | | | 9,340<br>11.0 | |
| SHARE OF AUDIENCE | % | 24 | 25 * | | 24 * | 7 | | | | | | | | | | 23 | |
| AVG. AUD. BY ¼ HR. | % | 6.4 | 6.6 | 6.7 | 6.7 | 1.8 | 2.0 | | | | | | | | | 11.0 | 11.1 |
| **NBC TV** | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | 3,820<br>4.5 | | | | | | | | | | | | | | 9,340<br>11.0 | |
| Program | | ← SANTA BARBARA → | | | | | | | | | | | | | | NBC NIGHTLY NEWS | |
| AVERAGE AUDIENCE (Households (000) & %) | | 2,630<br>3.1 | 3.1* | | 3.2* | | | | | | | | | | | 8,150<br>9.6 | |
| SHARE OF AUDIENCE | % | 11 | 12 * | | 11 * | | | | | | | | | | | 21 | |
| AVG. AUD. BY ¼ HR. | % | 3.1 | 3.0 | 3.1 | 3.3 | | | | | | | | | | | 9.3 | 9.9 |
| TV HOUSEHOLDS USING TV (See Def. 1) | WK. 1 | 26.8 | 28.3 | 29.2 | 30.1 | 28.9 | 30.7 | 31.7 | 33.5 | 34.8 | 36.7 | 38.2 | 40.4 | 43.2 | 46.4 | 48.0 | 49.1 |
| | WK. 2 | 26.2 | 27.2 | 27.7 | 28.9 | 29.2 | 30.5 | 31.5 | 33.4 | 34.8 | 36.3 | 37.7 | 39.6 | 42.4 | 44.5 | 45.9 | 47.3 |

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.



DAY MON.-FRI. MAY 6-10, 1985

# Nielsen NATIONAL TV AUDIENCE ESTIMATES



## WEEK 1

| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | TOTAL AUDIENCE (Households (000)) | | | | | 2,720 | | 4,160 | | 3,990 | | 4,410 | | 5,260 | | 3,910 | |
| | TOTAL AUDIENCE (%) | | | | | 3.2 | | 4.9 | | 4.7 | | 5.2 | | 6.2 | | 4.6 | |
| | Program | | | | | SUPERFRIENDS: SUPERPOWERS2 (SD) | | SUPERFRIENDS: SUPERPOWERS | | MIGHTY ORBOTS | | TURBO TEEN (SD) | | RUBIK, THE AMAZING CUBE (SD) | | NEW SCOOBY DOO MYSTERIES | |
| | AVERAGE AUDIENCE (Households (000)) | | | | | 2,040 | | 3,140 | | 3,400 | | 3,570 | | 4,330 | | 3,230 | |
| | AVERAGE AUDIENCE (%) | | | | | 2.4 | | 3.7 | | 4.0 | | 4.2 | | 5.1 | | 3.8 | |
| | SHARE OF AUDIENCE % | | | | | 17 | | 19 | | 17 | | 16 | | 19 | | 15 | |
| | AVG. AUD. BY ¼ HR. % | | | | | 2.0 | 2.8 | 3.5 | 3.9 | 3.8 | 4.3 | 4.2 | 4.3 | 5.2 | 5.1 | 3.8 | 3.9 |
| **CBS TV** | TOTAL AUDIENCE (Households (000)) | | | | | 2,040 | | 4,250 | | 6,200 | | 5,860 | | 5,430 | | 5,770 | |
| | TOTAL AUDIENCE (%) | | | | | 2.4 | | 5.0 | | 7.3 | | 6.9 | | 6.4 | | 6.8 | |
| | Program | | | | | BISKITTS (SD) | | GET ALONG GANG (SD) | | MUPPET BABIES | | DUNGEONS AND DRAGONS (SD) | | BUGS BUNNY/ROAD RUNNER 1 | | BUGS BUNNY/ROAD RUNNER 2 | |
| | AVERAGE AUDIENCE (Households (000)) | | | | | 1,530 | | 3,400 | | 5,260 | | 4,920 | | 4,330 | | 4,670 | |
| | AVERAGE AUDIENCE (%) | | | | | 1.8 | | 4.0 | | 6.2 | | 5.8 | | 5.1 | | 5.5 | |
| | SHARE OF AUDIENCE % | | | | | 13 | | 21 | | 27 | | 23 | | 19 | | 21 | |
| | AVG. AUD. BY ¼ HR. % | | | | | 1.5 | 2.1 | 3.6 | 4.3 | 5.9 | 6.5 | 5.7 | 6.0 | 5.0 | 5.2 | 5.6 | 5.3 |
| **NBC TV** | TOTAL AUDIENCE (Households (000)) | | | | | 3,480 | | 4,330 | | 5,520 | | 6,790 | | 7,390 | | 7,220 | |
| | TOTAL AUDIENCE (%) | | | | | 4.1 | | 5.1 | | 6.5 | | 8.0 | | 8.7 | | 8.5 | |
| | Program | | | | | SNORKS (SD) | | PINK PANTHER AND SONS (SD) | | SMURFS I | | SMURFS II | | SMURFS III (SD) | | ALVIN AND THE CHIPMUNKS (SD) | |
| | AVERAGE AUDIENCE (Households (000)) | | | | | 2,720 | | 3,740 | | 4,250 | | 5,690 | | 6,280 | | 6,200 | |
| | AVERAGE AUDIENCE (%) | | | | | 3.2 | | 4.4 | | 5.0 | | 6.7 | | 7.4 | | 7.3 | |
| | SHARE OF AUDIENCE % | | | | | 22 | | 23 | | 22 | | 26 | | 27 | | 28 | |
| | AVG. AUD. BY ¼ HR. % | | | | | 2.9 | 3.5 | 4.0 | 4.7 | 4.8 | 5.2 | 6.6 | 6.8 | 7.5 | 7.4 | 7.5 | 7.1 |

## WEEK 2

| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | TOTAL AUDIENCE (Households (000)) | | | | | 3,400 | | 4,750 | | 5,180 | | 4,330 | | 3,910 | | 3,820 | |
| | TOTAL AUDIENCE (%) | | | | | 4.0 | | 5.6 | | 6.1 | | 5.1 | | 4.6 | | 4.5 | |
| | Program | | | | | SUPERFRIENDS: SUPERPOWERS2 (SD) | | SUPERFRIENDS: SUPERPOWERS | | MIGHTY ORBOTS | | TURBO TEEN (SD) | | RUBIK, THE AMAZING CUBE (SD) | | NEW SCOOBY DOO MYSTERIES | |
| | AVERAGE AUDIENCE (Households (000)) | | | | | 2,550 | | 3,910 | | 4,160 | | 3,740 | | 3,480 | | 3,140 | |
| | AVERAGE AUDIENCE (%) | | | | | 3.0 | | 4.6 | | 4.9 | | 4.4 | | 4.1 | | 3.7 | |
| | SHARE OF AUDIENCE % | | | | | 21 | | 25 | | 21 | | 17 | | 16 | | 14 | |
| | AVG. AUD. BY ¼ HR. % | | | | | 2.7 | 3.4 | 4.4 | 4.8 | 4.7 | 5.1 | 4.3 | 4.5 | 4.1 | 4.2 | 3.7 | 3.6 |
| **CBS TV** | TOTAL AUDIENCE (Households (000)) | | | | | 2,380 | | 3,480 | | 5,260 | | 6,110 | | 5,520 | | 5,940 | |
| | TOTAL AUDIENCE (%) | | | | | 2.8 | | 4.1 | | 6.2 | | 7.2 | | 6.5 | | 7.0 | |
| | Program | | | | | BISKITTS (SD) | | GET ALONG GANG (SD) | | MUPPET BABIES | | DUNGEONS AND DRAGONS (SD) | | BUGS BUNNY/ROAD RUNNER 1 | | BUGS BUNNY/ROAD RUNNER 2 | |
| | AVERAGE AUDIENCE (Households (000)) | | | | | 1,870 | | 2,800 | | 4,410 | | 4,920 | | 4,500 | | 4,670 | |
| | AVERAGE AUDIENCE (%) | | | | | 2.2 | | 3.3 | | 5.2 | | 5.8 | | 5.3 | | 5.5 | |
| | SHARE OF AUDIENCE % | | | | | 15 | | 18 | | 23 | | 23 | | 21 | | 21 | |
| | AVG. AUD. BY ¼ HR. % | | | | | 2.3 | 2.1 | 3.1 | 3.5 | 4.7 | 5.6 | 5.6 | 5.9 | 5.2 | 5.4 | 5.4 | 5.6 |
| **NBC TV** | TOTAL AUDIENCE (Households (000)) | | | | | 3,740 | | 4,080 | | 5,770 | | 7,300 | | 7,470 | | 5,940 | |
| | TOTAL AUDIENCE (%) | | | | | 4.4 | | 4.8 | | 6.8 | | 8.6 | | 8.8 | | 7.0 | |
| | Program | | | | | SNORKS (SD) | | PINK PANTHER AND SONS (SD) | | SMURFS I | | SMURFS II | | SMURFS III (SD) | | ALVIN AND THE CHIPMUNKS (SD) | |
| | AVERAGE AUDIENCE (Households (000)) | | | | | 3,060 | | 3,740 | | 4,920 | | 6,030 | | 6,280 | | 4,920 | |
| | AVERAGE AUDIENCE (%) | | | | | 3.6 | | 4.4 | | 5.8 | | 7.1 | | 7.4 | | 5.8 | |
| | SHARE OF AUDIENCE % | | | | | 25 | | 24 | | 25 | | 28 | | 29 | | 23 | |
| | AVG. AUD. BY ¼ HR. % | | | | | 3.2 | 4.0 | 4.1 | 4.8 | 5.8 | 5.8 | 6.9 | 7.4 | 7.5 | 7.3 | 5.7 | 5.8 |

| TV HOUSEHOLDS USING TV (See Def. 1) | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | WK. 1 | 7.6 | 9.2 | 10.7 | 11.9 | 14.1 | 17.4 | 19.5 | 21.3 | 22.7 | 25.0 | 25.9 | 26.8 | 27.6 | 28.2 | 26.6 | 25.8 |
| | WK. 2 | 7.3 | 9.1 | 11.0 | 13.2 | 15.6 | 17.0 | 18.6 | 21.0 | 22.1 | 24.6 | 25.4 | 25.6 | 25.1 | 25.4 | 25.4 | 25.3 |

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAY 4, 1985

## WEEK 1

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | 4,670<br>5.5 | | 4,330<br>5.1 | | 3,570<br>4.2 | | 3,820<br>4.5 | | | | | | | | | |
| ABC TV program | SCARY SCOOBY DOO FUNNIES (SD) | | LITTLES | | ABC WEEKEND SPECIALS THE GHOST OF THOMAS KEMPE, PT.2 | | ← 20/20 SPEC. (R) → | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 3,990<br>4.7 | | 3,740<br>4.4 | | 3,230<br>3.8 | | 2,380<br>2.8 | 2.8* | | 2.9* | | | | | | |
| SHARE OF AUDIENCE % | 18 | | 17 | | 15 | | 11 | 11 * | | 12 * | | | | | | |
| AVG. AUD. BY ¼ HR. % | 4.6 | 4.8 | 4.6 | 4.2 | 3.9 | 3.6 | 2.7 | 2.8 | 2.9 | 2.9 | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | 4,580<br>5.4 | | 3,650<br>4.3 | | 2,630<br>3.1 | | 3,570<br>4.2 | | | | 4,580<br>5.4 | | | | 7,050<br>8.3 | |
| CBS TV program | CBS STORYBREAK | | PRYOR'S PLACE (SD) | | BUGS BUNNY/ROAD RUNNER 3 (SD) | | ← SATURDAY SUPERCADE → | | | | ← NCAA MEN'S GYMNASTICS → | | | | NBA PLAYOFF GAME SAT DENVER VS UTAH (2:30-5:05PM) | |
| AVERAGE AUDIENCE (Households (000) & %) | 3,990<br>4.7 | | 3,060<br>3.6 | | 2,040<br>2.4 | | 1,950<br>2.3 | 1.9* | | 2.6* | 2,630<br>3.1 | 3.1* | | 3.1* | 2,630<br>3.1 | 2.8* |
| SHARE OF AUDIENCE % | 18 | | 14 | | 9 | | 9 | 8 * | | 11 * | 12 | 12 * | | 12 * | 11 | 11 * |
| AVG. AUD. BY ¼ HR. % | 4.8 | 4.6 | 3.8 | 3.4 | 2.3 | 2.5 | 1.9 | 1.9 | 2.5 | 2.7 | 3.2 | 3.0 | 3.4 | 2.9 | 2.8 | 2.8 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | 5,260<br>6.2 | | 4,670<br>5.5 | | 3,650<br>4.3 | | 2,970<br>3.5 | | 3,740<br>4.4 | 14,430<br>17.0 | | | | | | |
| NBC TV program | KIDD VIDEO | | MR. T | | SPIDERMAN AND FRIENDS (SD) | | INCREDIBLE HULK | | (1) (→OP) | ← NBC MAJOR LEAGUE BASEBALL SAN DIEGO VS CHICAGO CUBS N.Y. METS VS CINCINNATI (1:18-4:38PM)(OP) → | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 4,580<br>5.4 | | 3,910<br>4.6 | | 3,060<br>3.6 | | 2,460<br>2.9 | | 3,310<br>3.9 | 5,860<br>6.9 | | 4.9* | | 6.3* | | 7.2* |
| SHARE OF AUDIENCE % | 24 | | 18 | | 15 | | 13 | | 16 | 25 | | 19 * | | 24 * | | 28 * |
| AVG. AUD. BY ¼ HR. % | 5.5 | 5.3 | 4.5 | 4.7 | 3.6 | 3.7 | 2.9 | 2.9 | 3.8 | 4.2 | 4.8 | 5.0 | 6.0 | 6.6 | 7.1 | 7.3 |

## WEEK 2

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | 3,820<br>4.5 | | 3,990<br>4.7 | | 3,740<br>4.4 | | 3,740<br>4.4 | | | | | | | | | |
| ABC TV program | SCARY SCOOBY DOO FUNNIES (SD) | | LITTLES | | ABC WEEKEND SPECIALS MAYDAY MAYDAY | | ← AMERICAN BANDSTAND → | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 3,310<br>3.9 | | 3,230<br>3.8 | | 2,890<br>3.4 | | 2,040<br>2.4 | 2.2* | | 2.5* | | | | | | |
| SHARE OF AUDIENCE % | 16 | | 16 | | 14 | | 10 | 9 * | | 11 * | | | | | | |
| AVG. AUD. BY ¼ HR. % | 3.9 | 3.9 | 3.9 | 3.8 | 3.3 | 3.5 | 2.3 | 2.2 | 2.5 | 2.5 | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | 4,500<br>5.3 | | 3,650<br>4.3 | | 2,210<br>2.6 | | 3,230<br>3.8 | | | | 2,290<br>2.7 | | 4,160<br>4.9 | | | |
| CBS TV program | CBS STORYBREAK | | PRYOR'S PLACE (SD) | | BUGS BUNNY/ROAD RUNNER 3 (SD) | | ← SATURDAY SUPERCADE → | | | | POLE POSITION | | ← BYRON NELSON GOLF-SAT (2:00-3:30PM) → | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 3,910<br>4.6 | | 2,630<br>3.1 | | 1,780<br>2.1 | | 1,610<br>1.9 | 1.6* | | 2.2* | 1,700<br>2.0 | | 1,610<br>1.9 | 1.7* | | 1.9* |
| SHARE OF AUDIENCE % | 18 | | 13 | | 9 | | 8 | 7 * | | 10 * | 8 | | 8 | 7 * | | 7 * |
| AVG. AUD. BY ¼ HR. % | 4.8 | 4.4 | 3.3 | 2.9 | 1.9 | 2.2 | 1.7 | 1.6 | 2.2 | 2.2 | 1.9 | 2.1 | 1.9 | 1.4 | 1.9 | 1.9 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | 4,840<br>5.7 | | 4,080<br>4.8 | | 3,650<br>4.3 | | 2,550<br>3.0 | | 4,080<br>4.8 | 13,160<br>15.5 | | | | | | |
| NBC TV program | KIDD VIDEO | | MR. T | | SPIDERMAN AND FRIENDS (SD) | | INCREDIBLE HULK | | (2) (→OP) | ← NBC MAJOR LEAGUE BASEBALL DETROIT VS CHICAGO WHITE SOX PHILADELPHIA VS N.Y. METS (1:16-4:25PM)(OP) → | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 3,910<br>4.6 | | 3,480<br>4.1 | | 2,970<br>3.5 | | 2,120<br>2.5 | | 3,650<br>4.3 | 5,350<br>6.3 | | 5.5* | | 6.4* | | 6.3* |
| SHARE OF AUDIENCE % | 20 | | 17 | | 14 | | 12 | | 19 | 25 | | 22 * | | 26 * | | 25 * |
| AVG. AUD. BY ¼ HR. % | 4.8 | 4.5 | 4.0 | 4.2 | 3.4 | 3.7 | 2.5 | 2.4 | 4.3 | 4.3 | 5.3 | 5.7 | 6.5 | 6.2 | 6.2 | 6.5 |
| TV HOUSEHOLDS USING TV (See Def. 1) WK. 1 | 26.2 | 25.8 | 26.0 | 25.8 | 24.8 | 24.5 | 24.2 | 24.8 | 24.9 | 26.1 | 26.0 | 26.6 | 27.0 | 26.9 | 26.1 | 26.5 |
| WK. 2 | 25.1 | 25.1 | 23.9 | 23.2 | 23.3 | 23.9 | 22.9 | 23.6 | 23.5 | 25.0 | 25.1 | 25.7 | 26.2 | 26.0 | 26.3 | 26.6 |

U.S. TV Households: 84,900,000

(1)NBC MAJOR LEAGUE PRE GAME, NBC, (1:00-1:18PM) (2)NBC MAJOR LEAGUE PRE GAME, NBC, (1:00-1:16PM)

For explanation of symbols, See page A.

DAY SAT. MAY 11, 1985

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

**DAY SAT. MAY 4, 1985**

## WEEK 1

### ABC TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | 6,200 | | | | 16,050 | | | | | | | | 7,980 | |
| TOTAL AUDIENCE (%) | | | 7.3 | | | | 18.9 | | | | | | | | 9.4 | |
| Program | | | ABC WIDE WORLD-SPORTS SP. | | | | KENTUCKY DERBY (4:30-6:02PM) | | | | | | | | ABC WRLD NEWS TONIGHT-SAT | |
| AVERAGE AUDIENCE (Households (000)) | | | 3,310 | | | | 9,250 | | | | | | | | 6,540 | |
| AVERAGE AUDIENCE (%) | | | 3.9 | 3.4* | | 4.4* | 10.9 | 8.3* | | 11.5* | | 13.0* | | | 7.7 | |
| SHARE OF AUDIENCE % | | | 13 | 12 * | | 14 * | 32 | 26 * | | 35 * | | 37 * | | | 19 | |
| AVG. AUD. BY ¼ HR. % | | | 3.4 | 3.4 | 3.9 | 5.0 | 7.6 | 9.0 | 10.9 | 12.0 | 13.8 | 12.2 | 10.0 | | 7.6 | 7.9 |

### CBS TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | | | | | | | 5,090 | | | | | | 6,450 | |
| TOTAL AUDIENCE (%) | | | | | | | | | 6.0 | | | | | | 7.6 | |
| Program | NBA PLAYOFF GAME SAT DENVER VS UTAH (2:30-5:05PM) (-OP) | | | | | | | | | NCAA WOMEN'S GYMNASTICS (5:05-6:00PM) (OP) | | | | | CBS SAT. NEWS-SCHIEFFER | |
| AVERAGE AUDIENCE (Households (000)) | | | | | | | | | 2,800 | | | | | | 5,520 | |
| AVERAGE AUDIENCE (%) | | 3.2* | | 3.0* | | 2.8* | | 3.6* | 3.3 | 2.7* | | 3.7* | | | 6.5 | |
| SHARE OF AUDIENCE % | | 12 * | | 11 * | | 9 * | | 11 * | 10 | 8 * | | 10 * | | | 16 | |
| AVG. AUD. BY ¼ HR. % | 3.3 | 3.2 | 2.9 | 3.2 | 2.8 | 2.9 | 3.4 | 3.8 | 2.5 | 2.8 | 3.1 | 4.4 | | | 6.2 | 6.7 |

### NBC TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | | | | | 6,540 | | | | | | | | 6,620 | |
| TOTAL AUDIENCE (%) | | | | | | | 7.7 | | | | | | | | 7.8 | |
| Program | NBC MAJOR LEAGUE BASEBALL SAN DIEGO VS CHICAGO CUBS N.Y. METS VS CINCINNATI (1:18-4:38PM)(-OP) | | | | | | | TOURN. OF CHAMPIONS-SA (4:38-6:00PM) (OP) | | | | | | | NBC NIGHTLY NEWS-SAT. | |
| AVERAGE AUDIENCE (Households (000)) | | | | | | | 3,570 | | | | | | | | 5,690 | |
| AVERAGE AUDIENCE (%) | | 7.2* | | 8.1* | | 8.4* | 4.2 | 5.0* | | 3.9* | | 3.8* | | | 6.7 | |
| SHARE OF AUDIENCE % | | 27 * | | 29 * | | 27 * | 13 | 16 * | | 12 * | | 11 * | | | 17 | |
| AVG. AUD. BY ¼ HR. % | 6.9 | 7.5 | 8.0 | 8.2 | 8.3 | 8.4 | 5.4 | 4.8 | 4.2 | 3.5 | 3.6 | 4.1 | | | 6.5 | 6.8 |

## WEEK 2

### ABC TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | 4,410 | | | | | | | | 5,600 | | | | | | 6,790 | |
| TOTAL AUDIENCE (%) | 5.2 | | | | | | | | 6.6 | | | | | | 8.0 | |
| Program | TOURN. OF CHAMPIONS-SAT. (3:00-5:10PM) (-OP) | | | | | | | | | ABC WIDE WORLD-SPORTS SAT (5:10-6:00PM) (OP) | | | | | ABC WRLD NEWS TONIGHT-SAT (6:30-6:55PM) | |
| AVERAGE AUDIENCE (Households (000)) | 1,700 | | | | | | | | 3,230 | | | | | | 6,030 | |
| AVERAGE AUDIENCE (%) | 2.0 | 1.8* | | 1.5* | | 2.0* | | 2.4* | 3.8 | 3.1* | | 4.2* | | | 7.1 | |
| SHARE OF AUDIENCE % | 7 | 7 * | | 6 * | | 7 * | | 8 * | 12 | 10 * | | 13 * | | | 18 | |
| AVG. AUD. BY ¼ HR. % | 1.8 | 1.7 | 1.6 | 1.5 | 1.9 | 2.1 | 2.4 | 2.5 | 2.9 | 3.2 | 3.9 | 4.5 | | | 7.1 | 7.0 |

### CBS TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | 9,250 | | | | | | | | | | | | 7,560 | |
| TOTAL AUDIENCE (%) | | | 10.9 | | | | | | | | | | | | 8.9 | |
| Program | BYRON NELSON GOLF-SAT (2:00-3:30PM) | | NBA PLAYOFF GAME SAT DENVER VS LOS ANGELES | | | | | | | | | | | | CBS SAT. NEWS-SCHIEFFER | |
| AVERAGE AUDIENCE (Households (000)) | | | 3,480 | | | | | | | | | | | | 6,110 | |
| AVERAGE AUDIENCE (%) | | 2.2* | 4.1 | 3.4* | | 4.1* | | 4.2* | | 4.3* | | 4.2* | | | 7.2 | |
| SHARE OF AUDIENCE % | | 9 * | 14 | 13 * | | 14 * | | 14 * | | 14 * | | 13 * | | | 19 | |
| AVG. AUD. BY ¼ HR. % | 2.0 | 2.3 | 3.1 | 3.7 | 4.0 | 4.3 | 4.1 | 4.2 | 4.4 | 4.3 | 4.3 | 4.0 | | | 7.1 | 7.3 |

### NBC TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | | | | 14,520 | | | | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | | 17.1 | | | | | | | | | | |
| Program | NBC MAJOR LEAGUE BASEBALL DETROIT VS CHICAGO WHITE SOX PHILADELPHIA VS N.Y. METS (1:18-4:25PM)(-OP) | | | | | NBC MAJOR LEAGUE GAME-2 N.Y. YANKEES VS KANSAS CITY PITTSBURGH VS LOS ANGELES MULTI-SEGMENT TELECAST(OP) | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | | 5,350 | | | | | | | | | | |
| AVERAGE AUDIENCE (%) | | 6.7* | | 6.8* | | 6.3 | | 5.3* | | 6.8* | | 7.0* | | 6.0* | | 5.9* |
| SHARE OF AUDIENCE % | | 27 * | | 26 * | | 18 | | 18 * | | 22 * | | 22 * | | 17 * | | 16 * |
| AVG. AUD. BY ¼ HR. % | 6.7 | 6.7 | 6.9 | 6.7 | 7.1 | 5.6 | 5.1 | 5.4 | 6.6 | 7.0 | 7.1 | 7.0 | 6.0 | 6.0 | 5.7 | 6.1 |

### TV HOUSEHOLDS USING TV (See Def. 1)

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 26.7 | 27.7 | 28.2 | 28.5 | 29.7 | 30.9 | 32.0 | 32.2 | 33.2 | 34.6 | 36.0 | 36.6 | 37.8 | 38.9 | 39.3 | 40.7 |
| WK. 2 | 25.6 | 25.6 | 26.5 | 27.0 | 28.4 | 29.7 | 29.6 | 30.1 | 30.9 | 32.3 | 32.9 | 34.1 | 36.3 | 38.0 | 39.3 | 39.8 |

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

**DAY SAT. MAY 11, 1985**

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAY 5, 1985

**WEEK 1**

| | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ABC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | Program | | | | | | | PRESIDENT AT BITBURG (SUS) | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |
| CBS TV | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | 6,280<br>7.4 | | | | | | | |
| | Program | | | | | | | CBS NEWS SP RPT:W GERMANY (SUS) | | SUNDAY MORNING | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | 3,400<br>4.0 | 3.6* | | 4.1* | | 4.2* | | |
| | SHARE OF AUDIENCE % | | | | | | | | | 18 | 18 * | | 17 * | | 18 * | | |
| | AVG. AUD. BY ¼ HR. % | | | | | | | | | 3.2 | 4.0 | 4.2 | 3.9 | 4.2 | 4.2 | | |
| NBC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | Program | | | | | | | NBC NEWS REAGAN-BITBURG 1 (SUS) | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |

**WEEK 2**

| | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ABC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |
| CBS TV | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | 6,280<br>7.4 | | | | | | 2,460<br>2.9 | |
| | Program | | | | | | | | | SUNDAY MORNING | | | | | | FACE THE NATION | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | 3,740<br>4.4 | 4.0* | | 4.7* | | 4.4* | 1,950<br>2.3 | |
| | SHARE OF AUDIENCE % | | | | | | | | | 21 | 21 * | | 22 * | | 20 * | 10 | |
| | AVG. AUD. BY ¼ HR. % | | | | | | | | | 3.5 | 4.5 | 4.7 | 4.7 | 4.5 | 4.4 | 2.3 | 2.2 |
| NBC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |

| TV HOUSEHOLDS USING TV (See Def. 1) | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | WK. 1 | 5.8 | 6.5 | 8.1 | 9.5 | 11.2 | 13.0 | 15.4 | 17.8 | 19.7 | 22.1 | 23.8 | 24.0 | 24.2 | 24.2 | 24.0 | 24.5 |
| | WK. 2 | 6.0 | 7.0 | 8.0 | 9.8 | 12.0 | 14.0 | 15.4 | 16.7 | 19.0 | 20.4 | 21.3 | 22.0 | 22.5 | 23.3 | 24.6 | 25.8 |

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.



DAY SUN. MAY 12, 1985

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAY 5, 1985

## WEEK 1

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000)) | | | 4,410 | | | | | | | | | | 1,270 | | 8,490 | |
| TOTAL AUDIENCE (%) | | | 5.2 | | | | | | | | | | 1.5 | | 10.0 | |
| Program | | | ← THIS WEEK-DAVID BRINKLEY → | | | | | | | | | | SPORTSBEAT | | USFL FOOTBALL NEW JERSEY VS JACKSONVILLE (2:30-5:42PM) | |
| AVERAGE AUDIENCE (Households (000)) | | | 2,970 | | | | | | | | | | 1,020 | | 2,720 | |
| AVERAGE AUDIENCE (%) | | | 3.5 | 3.3* | | 3.8* | | | | | | | 1.2 | | 3.2 | 2.7* |
| SHARE OF AUDIENCE % | | | 13 | 12 * | | 14 * | | | | | | | 4 | | 9 | 8 * |
| AVG. AUD. BY ¼ HR. % | | | 3.2 | 3.3 | 3.7 | 3.8 | | | | | | | 1.0 | 1.3 | 2.8 | 2.5 |
| **CBS TV** TOTAL AUDIENCE (Households (000)) | | | 2,720 | | | | | | 12,060 | | | | | | | |
| TOTAL AUDIENCE (%) | | | 3.2 | | | | | | 14.2 | | | | | | | |
| Program | | | FACE THE NATION | | | | | | ← NBA PLAYOFF GAME-1 BOSTON VS DETROIT (1:00-3:30PM) → | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | 2,290 | | | | | | 5,860 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | 2.7 | | | | | | 6.9 | 5.5* | | 7.3* | | 6.5* | | 7.2* |
| SHARE OF AUDIENCE % | | | 11 | | | | | | 22 | 19 * | | 24 * | | 21 * | | 22 * |
| AVG. AUD. BY ¼ HR. % | | | 2.7 | 2.7 | | | | | 5.2 | 5.9 | 7.0 | 7.6 | 6.4 | 6.7 | 6.8 | 7.5 |
| **NBC TV** TOTAL AUDIENCE (Households (000)) | | | | | | | 3,140 | | | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | | | 3.7 | | | | | | | | | |
| Program | | | | | | | MEET THE PRESS | | ← RELIGIOUS SERIES (SUS) → | | | | ← NBC NEWS REAGAN-BITBURG 2 (SUS) → | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | | | 2,720 | | | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | | | 3.2 | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | 12 | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | | | | | 3.0 | 3.4 | | | | | | | | |

## WEEK 2

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000)) | | | 3,400 | | | | 5,090 | | | | | | | | 7,220 | |
| TOTAL AUDIENCE (%) | | | 4.0 | | | | 6.0 | | | | | | | | 8.5 | |
| Program | | | ← THIS WK-DAVID BRINKLEY(B) → | | | | ← TOURN. OF CHAMPIONS-SUN. → | | | | | | | | USFL FOOTBALL HOUSTON VS MEMPHIS (2:30-5:48PM) | |
| AVERAGE AUDIENCE (Households (000)) | | | 2,040 | | | | 1,870 | | | | | | | | 2,550 | |
| AVERAGE AUDIENCE (%) | | | 2.4 | 2.1* | | 2.7* | 2.2 | 1.8* | | 2.4* | | 2.2* | | 2.3* | 3.0 | 3.0* |
| SHARE OF AUDIENCE % | | | 9 | 8 * | | 10 * | 8 | 7 * | | 9 * | | 7 * | | 8 * | 10 | 10 * |
| AVG. AUD. BY ¼ HR. % | | | 2.0 | 2.1 | 2.7 | 2.8 | 1.7 | 2.0 | 2.4 | 2.4 | 2.2 | 2.2 | 2.4 | 2.2 | 3.0 | 2.9 |
| **CBS TV** TOTAL AUDIENCE (Households (000)) | | | | | | | | | 13,500 | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | | | | | 15.9 | | | | | | | |
| Program | | | | | | | | | ← NBA PLAYOFF GAME-1 BOSTON VS PHILADELPHIA (1:00-3:30PM) → | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | | | | | 6,370 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | | | | | 7.5 | 5.9* | | 7.5* | | 8.2* | | 7.9* |
| SHARE OF AUDIENCE % | | | | | | | | | 25 | 21 * | | 26 * | | 27 * | | 26 * |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | 5.1 | 6.7 | 7.3 | 7.7 | 8.6 | 7.9 | 7.9 | 7.8 |
| **NBC TV** TOTAL AUDIENCE (Households (000)) | | | | | | | 3,140 | | | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | | | 3.7 | | | | | | | | | |
| Program | | | | | | | MEET THE PRESS | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | | | 2,550 | | | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | | | 3.0 | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | 11 | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | | | | | 3.1 | 2.9 | | | | | | | | |

| TV HOUSEHOLDS USING TV (See Def. 1) | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 25.7 | 26.0 | 26.7 | 27.0 | 26.0 | 26.3 | 27.1 | 27.6 | 28.2 | 29.7 | 31.1 | 31.6 | 32.1 | 33.4 | 33.6 | 33.8 |
| WK. 2 | 25.8 | 25.8 | 25.8 | 26.4 | 27.1 | 27.2 | 27.0 | 28.1 | 27.7 | 28.3 | 28.5 | 29.0 | 28.8 | 29.1 | 29.6 | 29.4 |

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.



DAY SUN. MAY 12, 1985

## WEEK 1

### ABC TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | 7,220 8.5 | |
| Program | USFL FOOTBALL NEW JERSEY VS JACKSONVILLE (2:30-5:42PM)(→OP) | | | | | | | | | | | USFL SPORTS FILL (5:42-6:00PM) (SUS)(OP) | | | ABC WRLD NEWS TONIGHT-SUN | |
| AVERAGE AUDIENCE (Households (000) & %) | | 2.9* | | 3.3* | | 3.1* | | 3.4* | | 4.0* | 3.3* | | | | 5,860 6.9 | |
| SHARE OF AUDIENCE % | | 9 * | | 10 * | | 9 * | | 10 * | | 11 * | 9 * | | | | 15 | |
| AVG. AUD. BY ¼ HR. % | 2.8 | 2.9 | 3.6 | 3.1 | 3.0 | 3.2 | 3.3 | 3.6 | 4.0 | 4.0 | 3.3 | | | | 6.8 | 7.0 |

### CBS TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | | | 12,570 14.8 | | | | | | | | | | 6,540 7.7 | | | |
| Program | NBA PLAYOFF GAME-1 BOSTON VS DETROIT (1:00-3:30PM) | | NBA PLAYOFF GAME-2 MILWAUKEE VS PHILADELPHIA LOS ANGELES VS PORTLAND (3:30-6:10PM)(→OP) | | | | | | | | | | CBS EVENING NEWS-SUNDAY (OP) | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 7.8* | 5,180 6.1 | 5.8* | | 5.8* | | 5.6* | | 5.7* | | 6.9* | 4,500 5.3 | | | |
| SHARE OF AUDIENCE % | | 23 * | 17 | 17 * | | 17 * | | 16 * | | 16 * | | 18 * | 12 | | | |
| AVG. AUD. BY ¼ HR. % | 7.9 | 7.7 | 5.7 | 5.9 | 5.8 | 5.9 | 5.6 | 5.5 | 5.6 | 5.9 | 6.4 | 7.4 | 3.9 | 6.6 | | |

### NBC TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | | | | | 7,810 9.2 | | | | | | | | | | 7,130 8.4 | |
| Program | | | | | TOURN. OF CHAMPIONS-SU | | | | | | | | | | NBC NIGHTLY NEWS-SUN | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 3,570 4.2 | 3.7* | | 4.0* | | 4.2* | | 5.0* | | | 5,860 6.9 | |
| SHARE OF AUDIENCE % | | | | | 12 | 11 * | | 11 * | | 12 * | | 13 * | | | 15 | |
| AVG. AUD. BY ¼ HR. % | | | | | 3.6 | 3.8 | 3.9 | 4.1 | 4.0 | 4.5 | 5.0 | 4.9 | | | 7.2 | 6.6 |

## WEEK 2

### ABC TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | 5,770 6.8 | |
| Program | USFL FOOTBALL HOUSTON VS MEMPHIS (2:30-5:48PM) (→OP) | | | | | | | | | | | USFL SPORTS FILL (5:48-6:00PM) (SUS)(OP) | | | ABC WRLD NEWS TONIGHT-SUN | |
| AVERAGE AUDIENCE (Households (000) & %) | | 2.8* | | 3.3* | | 2.9* | | 2.9* | | 3.1* | | | | | 4,750 5.6 | |
| SHARE OF AUDIENCE % | | 9 * | | 11 * | | 10 * | | 9 * | | 10 * | | | | | 15 | |
| AVG. AUD. BY ¼ HR. % | 2.7 | 2.8 | 3.4 | 3.1 | 3.0 | 2.8 | 2.9 | 2.9 | 3.0 | 3.2 | 3.4 | | | | 5.6 | 5.6 |

### CBS TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | | | 11,120 13.1 | | | | | | | | | | | | 2,800 3.3 | |
| Program | | (1) | BYRON NELSON GOLF-SUN | | | | | | | | | | | | CBS EVENING NEWS-SUN(B) | |
| AVERAGE AUDIENCE (Households (000) & %) | | 8.1* | 3,820 4.5 | 4.4* | | 4.2* | | 3.8* | | 3.9* | | 4.8* | | 5.7* | 2,290 2.7 | |
| SHARE OF AUDIENCE % | | 27 * | 14 | 15 * | | 14 * | | 12 * | | 12 * | | 14 * | | 16 * | 7 | |
| AVG. AUD. BY ¼ HR. % | 8.4 | 7.8 | 4.3 | 4.4 | 4.3 | 4.0 | 4.0 | 3.6 | 3.9 | 4.0 | 4.5 | 5.2 | 5.8 | 5.7 | 2.6 | 2.9 |

### NBC TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | 4,750 5.6 | | | | 7,980 9.4 | | | | | | | | | | 7,220 8.5 | |
| Program | NBC SPORTS SPECIAL | | | | SPORTSWORLD | | | | | | | | | | NBC NIGHTLY NEWS-SUN | |
| AVERAGE AUDIENCE (Households (000) & %) | 2,550 3.0 | 2.6* | | 3.4* | 3,910 4.6 | 4.3* | | 4.9* | | 5.1* | | 4.0* | | | 5,860 6.9 | |
| SHARE OF AUDIENCE % | 10 | 9 * | | 12 * | 15 | 14 * | | 16 * | | 16 * | | 12 * | | | 18 | |
| AVG. AUD. BY ¼ HR. % | 2.4 | 2.8 | 3.4 | 3.5 | 4.1 | 4.4 | 4.8 | 5.1 | 5.4 | 4.8 | 4.1 | 3.9 | | | 7.1 | 6.8 |

### TV HOUSEHOLDS USING TV (See Def. 1)

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 34.6 | 34.9 | 34.0 | 34.2 | 34.9 | 35.7 | 35.9 | 35.9 | 36.9 | 38.8 | 39.9 | 41.5 | 43.9 | 45.4 | 46.6 | 48.1 |
| WK. 2 | 29.7 | 29.6 | 28.8 | 29.2 | 29.6 | 31.0 | 31.7 | 32.3 | 33.8 | 34.7 | 35.1 | 35.2 | 37.4 | 38.3 | 38.7 | 39.2 |

U.S. TV Households: 84,900,000

(1)NBA PLAYOFF GAME-1,BOSTON VS PHILADELPHIA,CBS,(1:00-3:30PM)

For explanation of symbols, See page A.

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 1 TOTAL AUDIENCE % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 1 AVERAGE AUDIENCE % | WEEK 1 SHARE % | WEEK 1 AVG. AUD.BY ¼ HR % | WEEK 1 TELE-CAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 2 TOTAL AUDIENCE % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 2 AVERAGE AUDIENCE % | WEEK 2 SHARE % | WEEK 2 AVG. AUD.BY ¼ HR % | WEEK 2 TELE-CAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING MONDAY | | | | | | | | | | | | | | | | | |
| ABC ABC BUSINESS BRIEF-MON | 1 | 9.00- 9.01PM | 9.00 | 9,340 | 11.0 | 9,340 | 11.0 | 18 | 11.0 | | | | | | | | |
| ABC ABC NEWSBRIEF-MON | 2 | 9.59-10.00PM | 9.45 | | | | | | | | 13,580 | 16.0 | 13,580 | 16.0 | 24 | 16.0 | |
| | 1 | 10.00-10.01PM | 10.00 | 10,270 | 12.1 | 10,270 | 12.1 | 19 | 12.1 | | | | | | | | |
| CBS AMERICAN PORTRAIT SUS.(SUS) | 1 | 8.58- 8.59PM | 8.45 | | | | | | | | | | | | | | |
| NBC COUNTRY MUSIC AWARDS(S) | 2 | 9.00-11.01PM | →GRID | | | | | | | | 23,860 | 28.1 | 14,600 | 17.2 | 27 | | |
| | | | 11.00 | | | | | | | | | | | | | 14.8 | |
| EVENING TUESDAY | | | | | | | | | | | | | | | | | |
| ABC ABC NEWSBRIEF-TUE | | 9.58- 9.59PM | 9.45 | 10,270 | 12.1 | 10,270 | 12.1 | 20 | 12.1 | | 10,270 | 12.1 | 10,270 | 12.1 | 19 | 12.1 | |
| EVENING WEDNESDAY | | | | | | | | | | | | | | | | | |
| ABC ABC BUSINESS BRIEF-WED | 1 | 8.32- 8.33PM | 8.30 | 9,250 | 10.9 | 9,250 | 10.9 | 18 | 10.9 | | | | | | | | |
| | 2 | 8.58- 8.59PM | 8.45 | | | | | | | | 13,330 | 15.7 | 13,330 | 15.7 | 26 | 15.7 | |
| ABC ABC NEWSBRIEF-WED | 1 | 8.58- 8.59PM | 8.45 | 10,020 | 11.8 | 10,020 | 11.8 | 19 | 11.8 | | | | | | | | |
| | 2 | 9.58- 9.59PM | 9.45 | | | | | | | | 17,910 | 21.1 | 17,910 | 21.1 | 32 | 21.1 | |
| CBS AMERICAN PORTRAIT SUS(SUS) | | 8.58- 8.59PM | 8.45 | | | | | | | | | | | | | | |
| EVENING THURSDAY | | | | | | | | | | | | | | | | | |
| ABC ABC NEWSBRIEF-THU | | 9.58- 9.59PM | 9.45 | 8,570 | 10.1 | 8,570 | 10.1 | 16 | 10.1 | | 9,000 | 10.6 | 9,000 | 10.6 | 17 | 10.6 | |
| EVENING FRIDAY | | | | | | | | | | | | | | | | | |
| ABC ABC BUSINESS BRIEF-FRI | 1 | 8.14- 8.16PM | 8.00 | 8,150 | 9.6 | 8,070 | 9.5 | 19 | 9.6 | | | | | | | | |
| | 2 | 8.19- 8.20PM | 8.15 | | | | | | 9.4 | | 8,830 | 10.4 | 8,830 | 10.4 | 22 | 10.4 | |
| ABC ABC NEWSBRIEF-FRI | 1 | 9.57- 9.58PM | 9.45 | 7,640 | 9.0 | 7,640 | 9.0 | 15 | 9.0 | | | | | | | | |
| | 2 | 9.58- 9.59PM | 9.45 | | | | | | | | 7,640 | 9.0 | 7,640 | 9.0 | 15 | 9.0 | |
| CBS AMERICAN PORTRAIT-SUS.(SUS) | 1 | 8.58- 8.59PM | 8.45 | | | | | | | | | | | | | | |
| CBS AMERICAN PORTRAIT,SUS(SUS) | 2 | 8.58- 8.59PM | 8.45 | | | | | | | | | | | | | | |
| EVENING SATURDAY | | | | | | | | | | | | | | | | | |
| ABC ABC SPORTS UPDATE-SAT | 1 | 8.57- 8.59PM | 8.45 | 10,190 | 12.0 | 9,680 | 11.4 | 22 | 11.4 | | | | | | | | |
| | 2 | 8.58- 8.59PM | 8.45 | | | | | | | | 9,680 | 11.4 | 9,680 | 11.4 | 23 | 11.4 | |
| ABC ABC NEWSBRIEF-SAT. | 2 | 9.59-10.00PM | 9.45 | | | | | | | | 12,230 | 14.4 | 12,230 | 14.4 | 26 | 14.4 | |
| | 1 | 10.02-10.03PM | 10.00 | 12,650 | 14.9 | 12,650 | 14.9 | 27 | 14.9 | | | | | | | | |
| CBS SPORTSBREAK-SAT | | 8.58- 8.59PM | 8.45 | 8,320 | 9.8 | 8,320 | 9.8 | 19 | 9.8 | | 7,130 | 8.4 | 7,130 | 8.4 | 17 | 8.4 | |
| CBS NEWSBREAK-SAT. | | 9.58- 9.59PM | 9.45 | 8,570 | 10.1 | 8,570 | 10.1 | 18 | 10.1 | | 7,300 | 8.6 | 7,300 | 8.6 | 15 | 8.6 | |
| NBC NBC MAJOR LEAGUE GAME-2 | 2 | 4.25- 7.58PM | →GRID | | | | | | | | 14,520 | 17.1 | 5,350 | 6.3 | 18 | | |
| | | | 8.00 | | | | | | | | | | | | | 7.3 | |
| NBC NBC NEWS DIGEST-SAT | | 8.58- 8.59PM | 8.45 | 7,220 | 8.5 | 7,220 | 8.5 | 16 | 8.5 | | 5,350 | 6.3 | 5,350 | 6.3 | 12 | 6.3 | |
| NBC NBC NEWS DIGEST-2-SAT. | 1 | 9.58- 9.59PM | 9.45 | 6,790 | 8.0 | 6,790 | 8.0 | 14 | 8.0 | | | | | | | | |
| EVENING SUNDAY | | | | | | | | | | | | | | | | | |
| ABC ABC SPORTS UPDATE-SUN | 1 | 8.34- 8.35PM | 8.30 | 11,380 | 13.4 | 11,380 | 13.4 | 22 | 13.4 | | | | | | | | |
| | 2 | 8.35- 8.36PM | 8.30 | | | | | | | | 11,120 | 13.1 | 11,120 | 13.1 | 23 | 13.1 | |
| ABC ABC NEWSBRIEF-SUN. | 1 | 9.57- 9.58PM | 9.45 | 12,230 | 14.4 | 12,230 | 14.4 | 22 | 14.4 | | | | | | | | |
| | 2 | 9.54- 9.55PM | 9.45 | | | | | | | | 12,650 | 14.9 | 12,650 | 14.9 | 24 | 14.9 | |

 FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 1 SHARE % | WEEK 1 AVG. AUD. BY ¼ HR % | WEEK 1 TELECAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 2 SHARE % | WEEK 2 AVG. AUD. BY ¼ HR % | WEEK 2 TELECAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING SUNDAY-CONT'D | | | | | | | | | | | | | | | | | |
| CBS SPORTSBREAK-SUN | | 8.58- 8.59PM | 8.45 | 11,970 | 14.1 | 11,970 | 14.1 | 22 | 14.1 | | 13,840 | 16.3 | 13,840 | 16.3 | 28 | 16.3 | |
| CBS NEWSBREAK-SUN. | 1 | 9.58- 9.59PM | 9.45 | 11,120 | 13.1 | 11,120 | 13.1 | 20 | 13.1 | | | | | | | | |
| | 2 | 9.57- 9.58PM | 9.45 | | | | | | | | 12,740 | 15.0 | 12,740 | 15.0 | 24 | 15.0 | |
| NBC NBC NEWS DIGEST-SUN | | 8.58- 8.59PM | 8.45 | 8,660 | 10.2 | 8,660 | 10.2 | 16 | 10.2 | | 9,000 | 10.6 | 9,000 | 10.6 | 18 | 10.6 | |
| NBC NBC NEWS DIGEST-2-SUN. | 2 | 9.58- 9.59PM | 9.45 | | | | | | | | 12,990 | 15.3 | 12,990 | 15.3 | 24 | 15.3 | |
| EVENING MONDAY-FRIDAY | | | | | | | | | | | | | | | | | |
| ABC ABC NEWS:NIGHTLINE | | > | 11.30 | 5,860 | 6.9 | 4,500 | 5.3 | 15 | 6.0 | M-F | 5,940 | 7.0 | 4,670 | 5.5 | 16 | 6.2 | M-F |
| | | | 11.45 | | | | | | 4.7 | M-F | | | | | | 4.9 | M-F |
| | | | 12.00 | | | | | | 3.7 | TUWF | | | | | | 3.8 | M & W |
| ABC ABC NEWS:NIGHTLINE-MON(B) | 1 | 12.00-12.42AM | 12.00 | 4,160 | 4.9 | 2,890 | 3.4 | 13 | 4.1 | MON. | | | | | | | |
| | | | 12.15 | | | | 3.5* | 12* | 3.0 | MON. | | | | | | | |
| | | | 12.30 | | | | 3.0* | 13* | 3.0 | MON. | | | | | | | |
| ABC ABC NEWS:NIGHTLINE-TUE(SUS) | 1 | 12.01-12.12AM | 12.00 | | | | | | | TUE. | | | | | | | |
| ABC ABC ROCKS | 1 | 12.01-12.32AM | 12.00 | 2,380 | 2.8 | 1,780 | 2.1 | 7 | 2.2 | FRI. | | | | | | | |
| | 2 | 12.00-12.32AM | 12.00 | | | | | | | | 1,950 | 2.3 | 1,610 | 1.9 | 6 | 2.0 | FRI. |
| | | | 12.15 | | | | | | 2.0 | FRI. | | | | | | 1.8 | FRI. |
| | | | 12.30 | | | | | | 2.0 | FRI. | | | | | | 1.5 | FRI. |
| ABC EYE ON HOLLYWOOD | | > | 12.00 | 1,700 | 2.0 | 1,440 | 1.7 | 7 | 1.8 | TU-TH | 1,780 | 2.1 | 1,440 | 1.7 | 6 | 1.8 | M-TH |
| | | | 12.15 | | | | | | 1.6 | TU-TH | | | | | | 1.6 | M-TH |
| | | | 12.30 | | | | | | 1.4 | TU-TH | | | | | | 1.6 | M-TH |
| CBS AMERICAN PORTRAIT | 1 | 8.58- 8.59PM | 8.45 | 8,660 | 10.2 | 8,660 | 10.2 | 17 | 10.2 | TU&TH | | | | | | | |
| | 2 | > | 8.45 | | | | | | | | 11,120 | 13.1 | 11,120 | 13.1 | 22 | 13.1 | MTUTH |
| CBS NEWSBREAK-M-F | | > | 9.45 | 10,440 | 12.3 | 9,510 | 11.2 | 18 | 12.2 | M-F | 10,360 | 12.2 | 10,360 | 12.2 | 19 | 13.2 | M-F |
| | | | 10.00 | | | | | | | | | | | | | 7.9 | TUE. |
| CBS LATE MOVIE I | | > | 11.30 | 6,880 | 8.1 | 4,580 | 5.4 | 18 | 5.7 | M-F | 6,710 | 7.9 | 4,580 | 5.4 | 19 | 5.8 | M-TH |
| | | | 11.45 | | | | 5.6* | 16* | 5.5 | M-F | | | | 5.8* | 17* | 5.7 | M-TH |
| | | | 12.00 | | | | | | 5.4 | M-F | | | | | | 5.4 | M-TH |
| | | | 12.15 | | | | 5.3* | 20* | 5.1 | M-F | | | | 5.3* | 20* | 5.2 | M-TH |
| | | | 12.30 | | | | 4.9* | 22* | 5.0 | M-F | | | | 4.9* | 24* | 4.9 | M-TH |
| | | VARIOUS TIMES | (SUS) | | | | | | | | | | | | | | |
| CBS NBA PLAYOFF GAME-FR(S) | 2 | 11.30- 2.08AM | 11.30 | | | | | | | | 9,850 | 11.6 | 3,820 | 4.5 | 17 | 5.5 | FRI. |
| | | | 11.45 | | | | | | | | | | | 5.1* | 13* | 4.8 | FRI. |
| | | | 12.00 | | | | | | | | | | | | | 4.2 | FRI. |
| | | | 12.15 | | | | | | | | | | | 4.2* | 13* | 4.2 | FRI. |
| | | | 12.30 | | | | | | | | | | | | | 4.0 | FRI. |
| | | | 12.45 | | | | | | | | | | | 4.0* | 15* | 4.1 | FRI. |
| | | | 1.00 | | | | | | | | | | | | | 4.7 | FRI. |
| | | | 1.15 | | | | | | | | | | | 4.6* | 22* | 4.5 | FRI. |
| | | | 1.30 | | | | | | | | | | | | | 4.7 | FRI. |
| | | | 1.45 | | | | | | | | | | | 4.6* | 29* | 4.5 | FRI. |
| | | | 2.00 | | | | | | | | | | | 3.8* | 30* | 3.8 | FRI. |
| CBS LATE MOVIE II | | > | 12.30 | 3,910 | 4.6 | 2,970 | 3.5 | 19 | 4.0 | M-F | 3,480 | 4.1 | 2,630 | 3.1 | 18 | 3.6 | M-TH |
| | | | 12.45 | | | | 3.8* | 19* | 3.6 | M-F | | | | 3.3* | 17* | 3.2 | M-TH |
| | | | 1.00 | | | | | | 3.4 | M-F | | | | | | 3.0 | M-TH |
| | | | 1.15 | | | | 3.3* | 20* | 3.1 | M-F | | | | 2.9* | 19* | 2.8 | M-TH |

CONT'D



*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 1 TOTAL AUDIENCE % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 1 AVERAGE AUDIENCE % | WEEK 1 SHARE % | WEEK 1 AVG. AUD.BY ¼ HR % | WEEK 1 TELE-CAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 2 TOTAL AUDIENCE % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 2 AVERAGE AUDIENCE % | WEEK 2 SHARE % | WEEK 2 AVG. AUD.BY ¼ HR % | WEEK 2 TELE-CAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING MONDAY-FRIDAY-CONT'D | | | | | | | | | | | | | | | | | |
| CBS LATE MOVIE II-CONT'D | | VARIOUS TIMES | (SUS) | | | | | | | | | | | | | | |
| CBS CBS NEWS NIGHTWATCH-1 | | 2.00- 2.30AM | 2.00 | 1,020 | 1.2 | 930 | 1.1 | 11 | 1.1 | M-THSU | 1,100 | 1.3 | 930 | 1.1 | 12 | 1.1 | M-THSU |
| | | | 2.15 | | | | | | 1.0 | M-THSU | | | | | | 1.0 | M-THSU |
| CBS CBS NEWS NIGHTWATCH-2 | | 2.30- 3.00AM | →GRID | 1,100 | 1.3 | 930 | 1.1 | 14 | | M-THSU | 1,100 | 1.3 | 930 | 1.1 | 15 | | M-THSU |
| | | | 2.30 | | | | | | 1.2 | M-THSU | | | | | | 1.1 | M-THSU |
| | | | 2.45 | | | | | | 1.1 | M-THSU | | | | | | 1.1 | M-THSU |
| CBS CBS NEWS NIGHTWATCH-3 | | 3.00- 6.00AM | 3.00 | 1,530 | 1.8 | 680 | .8 | 16 | 1.1 | M-THSU | 1,610 | 1.9 | 850 | 1.0 | 21 | 1.2 | M-THSU |
| | | | 3.15 | | | | 1.0* | 16* | 1.0 | M-THSU | | | | 1.2* | 20* | 1.2 | M-THSU |
| | | | 3.30 | | | | | | .9 | M-THSU | | | | | | 1.1 | M-THSU |
| | | | 3.45 | | | | .9* | 16* | .9 | M-THSU | | | | 1.1* | 21* | 1.0 | M-THSU |
| | | | 4.00 | | | | | | .9 | M-THSU | | | | | | 1.0 | M-THSU |
| | | | 4.15 | | | | .9* | 18* | .8 | M-THSU | | | | 1.0* | 21* | 1.0 | M-THSU |
| | | | 4.30 | | | | | | .7 | M-THSU | | | | | | 1.0 | M-THSU |
| | | | 4.45 | | | | .8* | 17* | .8 | M-THSU | | | | 1.0* | 23* | 1.0 | M-THSU |
| | | | 5.00 | | | | | | .8 | M-THSU | | | | | | .9 | M-THSU |
| | | | 5.15 | | | | .8* | 18* | .8 | M-THSU | | | | .9* | 21* | .9 | M-THSU |
| | | | 5.30 | | | | | | .8 | M-THSU | | | | | | .9 | MWTHSU |
| | | | 5.45 | | | | .8* | 19* | .8 | M-THSU | | | | 1.0* | 23* | 1.0 | MWTHSU |
| CBS CBS NIGHTWATCH-3-TUE(B) | 2 | 5.30- 6.00AM | 5.30 | | | | | | | | 590 | .7 | 510 | .6 | 15 | .6 | TUE. |
| | | | 5.45 | | | | | | | | | | | | | .6 | TUE. |
| NBC NBC NEWS DIGEST-M-F | | > | 8.45 | 10,100 | 11.9 | 10,100 | 11.9 | 20 | 12.0 | M-F | 9,170 | 10.8 | 9,170 | 10.8 | 18 | 10.8 | M-F |
| | | | 9.00 | | | | | | 11.7 | MON. | | | | | | | |
| NBC NBC NEWS DIGEST-2-M-F | 1 | 9.58- 9.59PM | 9.45 | 8,830 | 10.4 | 8,830 | 10.4 | 17 | 10.4 | TU&TH | | | | | | | |
| | 2 | > | 9.45 | | | | | | | | 8,570 | 10.1 | 8,570 | 10.1 | 16 | 10.1 | MWF |
| NBC NBC NEWS SPCL VIETNAM 10(SUS) | 1 | 11.30-11.41PM | 11.30 | | | | | | | MON. | | | | | | | |
| NBC TONIGHT SHOW | | > | 11.30 | 9,170 | 10.8 | 5,600 | 6.6 | 21 | 7.4 | M-F | 9,850 | 11.6 | 6,200 | 7.3 | 23 | 8.4 | M-F |
| | | | 11.45 | | | | 7.0* | 19* | 6.8 | M-F | | | | 8.2* | 23* | 7.8 | M-F |
| | | | 12.00 | | | | | | 6.6 | M-F | | | | | | 7.1 | M-F |
| | | | 12.15 | | | | 6.2* | 22* | 5.8 | M-F | | | | 6.6* | 24* | 6.1 | M-F |
| | | | 12.30 | | | | 5.6* | 24* | 5.6 | MON. | | | | | | 3.7 | MON. |
| NBC DAVID LETTERMAN I | | > | 12.30 | 3,570 | 4.2 | 2,890 | 3.4 | 17 | 3.6 | M-TH | 3,650 | 4.3 | 3,060 | 3.6 | 18 | 3.9 | M-TH |
| | | | 12.45 | | | | | | 3.3 | M-TH | | | | | | 3.4 | M-TH |
| | | | 1.00 | | | | | | 3.4 | MON. | | | | | | 2.9 | MON. |
| NBC FRIDAY NIGHT VIDEOS | | 12.30- 2.00AM | 12.30 | 5,860 | 6.9 | 2,800 | 3.3 | 16 | 5.0 | FRI. | 6,370 | 7.5 | 2,890 | 3.4 | 16 | 5.2 | FRI. |
| | | | 12.45 | | | | 4.5* | 18* | 4.0 | FRI. | | | | 4.8* | 18* | 4.3 | FRI. |
| | | | 1.00 | | | | | | 3.4 | FRI. | | | | | | 3.3 | FRI. |
| | | | 1.15 | | | | 3.2* | 16* | 3.0 | FRI. | | | | 3.1* | 15* | 2.9 | FRI. |
| | | | 1.30 | | | | | | 2.5 | FRI. | | | | | | 2.5 | FRI. |
| | | | 1.45 | | | | 2.3* | 15* | 2.1 | FRI. | | | | 2.3* | 14* | 2.1 | FRI. |
| NBC DAVID LETTERMAN II | | > | 1.00 | 2,460 | 2.9 | 2,120 | 2.5 | 16 | 2.8 | M-TH | 2,800 | 3.3 | 2,290 | 2.7 | 18 | 3.0 | M-TH |
| | | | 1.15 | | | | | | 2.4 | M-TH | | | | | | 2.4 | M-TH |
| | | | 1.30 | | | | | | 2.2 | MON. | | | | | | 1.7 | MON. |
| DAY MONDAY-FRIDAY | | | | | | | | | | | | | | | | | |
| ABC ABC WORLD NEWS-MORN-615A | | 6.15- 6.30AM | 6.15 | 1,530 | 1.8 | 1,440 | 1.7 | 20 | 1.7 | M-F | 1,780 | 2.1 | 1,610 | 1.9 | 22 | 1.9 | M-F |
| ABC ABC WORLD NEWS-MORN-645A | | 6.45- 7.00AM | 6.45 | 2,120 | 2.5 | 2,040 | 2.4 | 19 | 2.4 | M-F | 2,460 | 2.9 | 2,210 | 2.6 | 19 | 2.6 | M-F |

 FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 1 TOTAL AUDIENCE % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 1 AVERAGE AUDIENCE % | WEEK 1 SHARE % | WEEK 1 AVG. AUD. BY ¼ HR % | WEEK 1 TELECAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 2 TOTAL AUDIENCE % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 2 AVERAGE AUDIENCE % | WEEK 2 SHARE % | WEEK 2 AVG. AUD. BY ¼ HR % | WEEK 2 TELECAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| DAY MONDAY-FRIDAY-CONT'D | | | | | | | | | | | | | | | | | |
| ABC GOOD MORNING, AMER SP-800(S) | 2 | 8.00- 8.31AM | 8.00 | | | | | | | | 4,840 | 5.7 | 3,990 | 4.7 | 22 | 4.5 | WED. |
| | | | 8.15 | | | | | | | | | | | | | 4.9 | WED. |
| | | | 8.30 | | | | | | | | | | | | | 5.0 | WED. |
| ABC GOOD MORNING, AMER SP-831(SUS) | 2 | 8.31- 9.28AM | 8.30 | | | | | | | | | | | | | | WED. |
| ABC ABC DAYTIME NEWSBRIEF-SP(SUS) | 2 | 12.27-12.29PM | 12.15 | | | | | | | | | | | | | | WED. |
| ABC ABC DAYTIME NEWSBRIEF-M-F | 1 | > | 2.45 | 6,110 | 7.2 | 6,030 | 7.1 | 28 | 7.2 | M-F | | | | | | | |
| | 2 | 2.58- 2.59PM | 2.45 | | | | | | | | 5,940 | 7.0 | 5,940 | 7.0 | 27 | 7.0 | M-F |
| CBS CBS EARLY MORNING NEWS | | 6.30- 7.00AM | 6.30 | 1,610 | 1.9 | 1,270 | 1.5 | 17 | 1.5 | M-F | 1,700 | 2.0 | 1,270 | 1.5 | 17 | 1.3 | M-F |
| | | | 6.45 | | | | | | 1.6 | M-F | | | | | | 1.6 | M-F |
| CBS CBS MORNING NEWS 1-WED(B) | 2 | 7.30- 8.00AM | 7.30 | | | | | | | | 2,720 | 3.2 | 2,210 | 2.6 | 14 | 2.5 | WED. |
| | | | 7.45 | | | | | | | | | | | | | 2.6 | WED. |
| CBS CBS NWS SP RP:PRES-EUROPE(SUS) | 2 | 8.30- 9.23AM | 8.30 | | | | | | | | | | | | | | WED. |
| CBS CBS MORNING NEWS 2-WED(B) | 2 | 9.30-10.00AM | 9.30 | | | | | | | | 1,700 | 2.0 | 1,440 | 1.7 | 8 | 1.7 | WED. |
| | | | 9.45 | | | | | | | | | | | | | 1.7 | WED. |
| CBS NEWSBREAK-11.57 | | 11.57-11.59AM | 11.45 | 5,180 | 6.1 | 5,090 | 6.0 | 28 | 6.0 | M-F | 5,010 | 5.9 | 4,840 | 5.7 | 26 | 5.7 | M-F |
| CBS NEWSBREAK-3.57 | | 3.57- 3.59PM | 3.45 | 5,090 | 6.0 | 4,750 | 5.6 | 19 | 5.6 | M-F | 4,920 | 5.8 | 4,670 | 5.5 | 19 | 5.5 | M-F |
| NBC NBC NEWS AT SUNRISE | | 6.30- 7.00AM | 6.30 | 2,460 | 2.9 | 1,780 | 2.1 | 18 | 1.7 | M-F | 2,290 | 2.7 | 1,610 | 1.9 | 16 | 1.6 | M-F |
| | | | 6.45 | | | | | | 2.4 | M-F | | | | | | 2.3 | M-F |
| NBC REAGAN SPEECH EURO PARL(SUS) | 2 | 8.33- 9.22AM | 8.30 | | | | | | | | | | | | | | WED. |
| NBC NBC NEWS DIGEST-DAYTIME | | 2.57- 2.58PM | 2.45 | 3,650 | 4.3 | 3,650 | 4.3 | 16 | 4.3 | W & F | 3,310 | 3.9 | 3,310 | 3.9 | 15 | 3.9 | MWF |
| DAY SATURDAY | | | | | | | | | | | | | | | | | |
| ABC SCHOOLHOUSE ROCK-8:25AM | | 8.25- 8.29AM | 8.15 | 2,720 | 3.2 | 2,460 | 2.9 | 18 | 2.9 | | 3,140 | 3.7 | 2,800 | 3.3 | 21 | 3.3 | |
| ABC SCHOOLHOUSE ROCK-9:55AM | | 9.55- 9.59AM | 9.45 | 4,160 | 4.9 | 3,740 | 4.4 | 17 | 4.4 | | 4,250 | 5.0 | 3,910 | 4.6 | 18 | 4.6 | |
| ABC SCHOOLHOUSE ROCK-10:25AM | | 10.25-10.29AM | 10.15 | 4,330 | 5.1 | 3,820 | 4.5 | 16 | 4.5 | | 3,910 | 4.6 | 3,400 | 4.0 | 16 | 4.0 | |
| ABC SCHOOLHOUSE ROCK-11:25AM | | 11.25-11.29AM | 11.15 | 4,250 | 5.0 | 3,740 | 4.4 | 17 | 4.4 | | 3,570 | 4.2 | 3,140 | 3.7 | 15 | 3.7 | |
| ABC TOURN. OF CHAMPIONS-SAT.(S) | 2 | 3.00- 5.10PM | →GRID | | | | | | | | 4,410 | 5.2 | 1,700 | 2.0 | 7 | | |
| | | | 5.00 | | | | | | | | | | | 2.8* | 9* | 2.8 | |
| CBS IN THE NEWS- 8.26AM | | 8.26- 8.29AM | 8.15 | 2,040 | 2.4 | 1,870 | 2.2 | 14 | 2.2 | | 1,780 | 2.1 | 1,700 | 2.0 | 13 | 2.0 | |
| CBS IN THE NEWS- 8.56AM | | 8.56- 8.59AM | 8.45 | 3,910 | 4.6 | 3,650 | 4.3 | 21 | 4.3 | | 2,970 | 3.5 | 2,630 | 3.1 | 16 | 3.1 | |
| CBS IN THE NEWS- 9.56AM | | 9.56- 9.59AM | 9.45 | 5,090 | 6.0 | 4,670 | 5.5 | 21 | 5.5 | | 4,410 | 5.2 | 4,250 | 5.0 | 19 | 5.0 | |
| CBS IN THE NEWS-11.56AM | | 11.56-11.59AM | 11.45 | 2,720 | 3.2 | 2,380 | 2.8 | 11 | 2.8 | | 2,460 | 2.9 | 2,120 | 2.5 | 11 | 2.5 | |
| CBS IN THE NEWS-12.26PM | | 12.26-12.29PM | 12.15 | 2,380 | 2.8 | 2,120 | 2.5 | 10 | 2.5 | | 1,950 | 2.3 | 1,870 | 2.2 | 9 | 2.2 | |
| CBS NBA PLAYOFF GAME SAT | 1 | 2.30- 5.05PM | →GRID | 7,050 | 8.3 | 2,630 | 3.1 | 11 | | | | | | | | | |
| | | | 5.00 | | | | | | 3.2 | | | | | | | | |
| NBC ONE TO GROW ON-8:28AM | | 8.28- 8.30AM | 8.15 | 3,400 | 4.0 | 3,230 | 3.8 | 24 | 3.8 | | 3,740 | 4.4 | 3,570 | 4.2 | 27 | 4.2 | |
| NBC ONE TO GROW ON-8:58AM | | 8.58- 9.00AM | 8.45 | 4,250 | 5.0 | 4,080 | 4.8 | 24 | 4.8 | | 4,750 | 5.6 | 4,500 | 5.3 | 27 | 5.3 | |
| NBC ONE TO GROW ON-10:28AM | | 10.28-10.30AM | 10.15 | 6,200 | 7.3 | 6,110 | 7.2 | 26 | 7.2 | | 5,770 | 6.8 | 5,600 | 6.6 | 26 | 6.6 | |
| NBC ONE TO GROW ON-10:58AM | | 10.58-11.00AM | 10.45 | 5,600 | 6.6 | 5,350 | 6.3 | 24 | 6.3 | | 5,010 | 5.9 | 4,750 | 5.6 | 22 | 5.6 | |
| NBC ONE TO GROW ON-12:28PM | | 12.28-12.30PM | 12.15 | 2,890 | 3.4 | 2,800 | 3.3 | 13 | 3.3 | | 2,800 | 3.3 | 2,720 | 3.2 | 13 | 3.2 | |
| NBC NBC MAJOR LEAGUE PRE GAME CONT'D | 1 | 1.00- 1.18PM | →GRID | 3,740 | 4.4 | 3,310 | 3.9 | 16 | | | | | | | | | |



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 1 AVERAGE AUDIENCE SHARE % | WEEK 1 AVG. AUD. BY ¼ HR % | WEEK 1 TELECAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 2 AVERAGE AUDIENCE SHARE % | WEEK 2 AVG. AUD. BY ¼ HR % | WEEK 2 TELECAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| DAY SATURDAY-CONT'D | | | | | | | | | | | | | | | | | |
| NBC NBC MAJOR LEAGUE PRE GAME-CONT'D | 2 | 1.00- 1.16PM | →GRID | | | | | | | | 4,080 | 4.8 | 3,650 | 4.3 | 19 | | |
| | | | 1.15 | | | | | | 4.0 | | | | | | | 4.0 | |
| NBC NBC MAJOR LEAGUE BASEBALL | 1 | 1.18- 4.38PM | →GRID | 14,430 | 17.0 | 5,860 | 6.9 | 25 | | | | | | | | | |
| | 2 | 1.16- 4.25PM | →GRID | | | | | | | | 13,160 | 15.5 | 5,350 | 6.3 | 25 | | |
| | | | 4.15 | | | | | | | | | | | 7.1* | 24* | 7.1 | |
| | | | 4.30 | | | | 7.8* | 24* | 7.8 | | | | | | | | |
| DAY SUNDAY | | | | | | | | | | | | | | | | | |
| ABC USFL FOOTBALL | 2 | 2.30- 5.48PM | →GRID | | | | | | | | 7,220 | 8.5 | 2,550 | 3.0 | 10 | | |
| | | | 5.45 | | | | | | | | | | | 3.4* | 10* | 3.2 | |
| ABC USFL SPORTS FILL(SUS) | 1 | 5.42- 6.00PM | 5.30 | | | | | | | | | | | | | | |
| CBS NBA PLAYOFF GAME-2 | 1 | 3.30- 6.10PM | →GRID | 12,570 | 14.8 | 5,180 | 6.1 | 17 | | | | | | | | | |
| | | | 6.00 | | | | 7.7* | 19* | 7.7 | | | | | | | | |